

Annual Report



**FOOD
FOR
CHANGE**

2018/2019

**CAMBRIDGE
SUSTAINABLE FOOD**

Chair's report

2018/19 saw a huge change in the public and media attitude to the threat of climate catastrophe. Awareness has risen of the large role played by food (the globalised intensive farming system, especially livestock production and food waste) in producing unsustainable levels of green house gas emissions, and people are becoming more aware of the effect their food choices have on climate change. At CSF we have played a part by running campaigns on food waste with both local residents and businesses and supporting people to increase their plant consumption through the Veg Cities campaign.

In terms of policy, we were delighted when Cambridge City Council adopted its first Sustainable Food Policy and created the post of Lead Councillor for Sustainable Food. We hope this will translate into concrete action soon.

Another development which delighted us was the independence of The Cambridge Food Hub, which has been a project of CSF since its inception but is now an independent company. We are very encouraged by the strong likelihood that the Hub will be based at Northstowe.

Work to reduce food poverty has taken a large chunk of our time this year, with the growth of the Cambridge Food Poverty Alliance and the successful food poverty conference, which launched the shocking report on food poverty in Cambridge (the UK's most unequal city). Following the Autumn conference, work started on developing a Food Poverty Action Plan. This should pave the way for practical new projects and measures to reduce food poverty in 2019/21.

CSF raised its profile this year by redesigning its website, alongside its social media and posters. We hope you enjoy the new colours and the new logo!

Finally, I would like to thank our staff, our funders, our volunteers and our partners, without whom we could do nothing. Our work will continue to be needed more than ever as the window of opportunity to change things before climate catastrophe grows ever smaller. There is still time, but it's short - we need swift, large-scale and far-reaching action now at a local, national and global level.

Bev Sedley (Chair)

**CAMBRIDGE
SUSTAINABLE FOOD**

A Sustainable Food City

Cambridge Sustainable Food's work is focused on partnerships, projects and campaigns that capture the imagination and help to deliver change in Cambridge and the surrounding area.

We believe that healthy and sustainable food can be a catalyst and inspiration for change. Our ambition is for Cambridge to be a national exemplar of food that is healthy, environmentally sustainable and affordable to all. We believe that everyone should have a voice and working in partnership with others is crucial to what we do.

Our work follows the key issues set out by Sustainable Food Cities, of which we are a member.

1. Promoting Healthy and Sustainable Food
2. Food Poverty, Ill Health and Healthy Food Access
3. Community Knowledge, Skills and Resources
4. Supporting a Diverse and Vibrant Food Economy
5. Transforming Catering and Food Procurement
6. Reducing Food Waste and the Ecological Footprint of Food

This Annual Report reflects the work directly undertaken by Cambridge Sustainable Food CIC on behalf of the Cambridge Sustainable Food Partnership and does not reflect all the work on sustainable food undertaken by members of the CSF Partnership and other organisations.

Together all this wider work contributes to the success of Cambridge as a Sustainable Food City – a taste of this can be seen in the “Our Work” section of the CSF website (the renewal form for our Sustainable Food Cities Bronze Award).



GO SUGAR SMART!

Join the movement to reduce sugar and its effects on ill health. Register and tell us what action you are taking:

WWW.SUGARSMARTUK.ORG

Get involved. Together we can lead healthier, happier lives and reduce sugar consumption.

SUGAR SMART is a campaign run by Jamie and Sustain. We help local authorities, businesses and individuals to reduce sugar consumption. SugarSmartCity

SUGAR SMART

Sugar Smart

The Sugar Smart campaign drew to a close in June 2018. The year-long campaign aimed to raise awareness about sugar in our diets and to offer healthy substitutes. After a Match Day launch in February which reached 4,739 people, we continued to promote our Sugar Pledge which culminated in 200 people signing up and a prize draw for an organic box of veg from Cambridge Organic Food Company. The Sugar Smart campaign was led by CSF and supported by a steering group of partner organisations including Everyone Health, Health at Work, Cambridge United Community Trust, Public Health and the Cambridge University Catering Managers.





Waste Less Save More

Cambridge Waste Less Save More was launched in June 2017 and finished in July 2018, funded by Sainsbury's. Our aim was to raise awareness of and make an impact on the amount of food going to waste. During 2018/19 the campaign continued with stalls at public events, including the immensely popular Eat Cambridge Food Fair, an exciting Celebrity Chef Ready Steady Cook challenge and a Zero Waste Cookery Challenge for 20 Cambridge residents (series of waste-reducing cookery workshops).

"I took an inventory of my cupboards and freezer so I knew what was in there, and it's meant that I'm able to plan meals around what I already have so I don't have to buy extra food. The freezer space I've freed up means I have plenty of room to raid the reduced section at the supermarket and stock up!" ZWKC participant





Veg Cities

The Veg Cities campaign, funded by Sustainable Food Cities, began in August 2018 and focused on encouraging people to grow, cook and eat more veg. We developed and promoted a 'Veg Pledge' on social media, local radio and at four local community events. The pledge encouraged individuals to commit to a range of actions focused on increasing vegetable consumption, such as trying two-veg meals, buying seasonally and 'eating the rainbow'. The stalls also engaged children and families in veg-based games around the carbon footprint of different foods, as well as food seasonality.

We worked in partnership with Cambs Cuisine to promote the 'Kids Veg Out' campaign via local radio and social media. The campaign launched the restaurant group's new childrens' menus in February half-term, which featured at least two portions of veg per meal. Customer feedback was overwhelmingly positive and the new menus were expected to result in an additional 1,200 to 1,600 portions of vegetables a year being served in the group's restaurants.

We were also pleased to judge Cambs Cuisine's chefs' competition, where teams of two had the opportunity to devise a vegetarian/vegan main course and a vegan dessert.

Veg Cities continued into 2019/20, with support from Sustainable Food Cities and Cambridge City Council, and culminated in a city-wide Veg Festival in July 2019.



Taste Not Waste

With funding from Cambridge City Council's Sustainable City fund we developed the 'Taste Not Waste' programme. Working with restaurants, cafes and catering businesses across the city to measure and reduce their food waste.

We worked closely with the kitchen and catering teams at ten venues, including **MillWorks, Smokeworks, Cambridge Cookery, The Edge Café, Selwyn College and Sidney Sussex College**, to monitor and reduce the amount of food that is thrown away.

As a result of participating in the programme, **Selwyn College** introduced self-service veg for staff and students in their dining hall, reducing their plate waste by 12%. The team at **Smokeworks** trialled different portion sizes for fries, offered optional sides instead of serving them with every meal by default and takeaway boxes for customers' leftovers. Based on the food waste reductions made throughout the project, the total estimated food waste savings over one year for all participants was over 20 tonnes!

Cambridge Cookery was also promoted as the city's first zero food waste cafe as a result of their participation in the Taste Not Waste programme. The team minimise wastage through inventive practices such as cooking meals for Jimmy's homeless shelter with surplus produce and recycling any inedible food waste. Our work has also revealed lots of great, existing food waste reducing stories from around the city from the likes of Queens' College, Nanna Mexico and St John's College, to name but a few.

Six businesses adopted food waste policies and we also ran a food waste reducing recipe competition for local chefs, with a prize of lunch for two at Cambridge Cookery.



Thyme to Cook

The Thyme to Cook project continued to be a great success in 2018/19. Funded by the Sharing Prosperity Fund, Area Committee grants and the People's Health Trust, the programme saw us deliver 36 cookery workshops, 2 Holiday Lunches, 15 Purple Elephants Community Group sessions, 2 Sugar Smart/ sugar awareness sessions

' A really lovely community workshop where you leave with new skills and having enjoyed a positive experience. Thank you!' *Cookery workshop*

Cookery Workshops

We ran 36 cookery sessions with families in low income areas of the city, including East Chesterton, Arbury and Kings Hedges. We also worked with parents of under fives in Queen Edith's and with teenagers in Trumpington. The sessions aimed to give families and people from low income areas or vulnerable situations the opportunity to prepare and eat low cost, healthy meals together.

Cookery Booklet

This year we developed and published our Thyme to Cook cookery booklet. This follows the cookery workshop session themes, gives the cost of ingredients and introduces simple and easy-to-use recipes. These booklets are available free of charge at the sessions (and downloadable from our website) and cover topics such as how to freeze, store cupboard ingredients and healthy packed lunches.



**thyme to
COOK!**





Purple Cooking Elephants

This year saw the transition of a two-year cookery project (December 2015 to 2017) run by CSF for families living in parts of King's Hedges and Arbury to an independent group run by the participants.

Originally funded by the People's Health Trust and East Area Committee, the parents developed their knowledge and capacity to trial a new independent group from September 2018 to March 2019. Most of the parents in the group had lived experience of mental health issues, social anxiety or other challenging circumstances such as having tight household budgets. The group felt strongly that the social and practical elements of cooking positively impacted their overall well being.



Holiday Lunches

We piloted Holiday Lunches in two new areas of the city, ahead of a successful bid to the City Council's Community Development Team to roll out this model in 2019/20. 'Fun, Food and Action', a participatory Holiday Lunch programme in Abbey and Trumpington, aimed to involve parents in cooking by running a cookery activity alongside Holiday Lunches.



"The Purple Elephants Cookery group was amazing and helped us in so many ways, it helped me to get out of the house at a difficult time of my life and gave me something positive to look forward to each week' Cookery workshop participant

Working in Partnership

Cambridge City Council

We continued to work closely with Cambridge City Council and were pleased to see the adoption of the Council's Sustainable Food Policy in June 2018, their commitment to support CSF's bid to achieve the Sustainable Food Cities Silver Award and their creation of the post of Lead Councillor for Sustainable Food. CSF works closely with the City Council Neighbourhood team to provide cookery workshops to vulnerable people and collaborates with Cambridge Shared Waste Partnership in its work on food waste with both businesses and residents.



" Here at the City Council we're really pleased to see food sustainability rising up the political agenda. As the lead on sustainable food I am working alongside Cambridge Sustainable Food and other organisations to support our city wide policy and ensure it gets put into practice."
Councillor Alex Collis, Cambridge City Council

Cambridge University

CSF continues to benefit from its links to Cambridge University, through representation from the Colleges Catering Managers Committee, which this year successfully introduced a model sustainable food policy for colleges, following the previous introduction of a University Sustainable Food Policy. There has been success in reducing meals using ruminant meat and an increase in plant-based meals.

In November 2018, the University of Cambridge Catering Managers' Committee hosted a unique sustainable food event at St John's College for College Fellows and those involved in catering. The event was designed to get Colleges talking about sustainable food and encourage those responsible for catering in Colleges to think differently about what food they provide.





CAMBRIDGE
Food Poverty
Alliance



Cambridge Food Poverty Alliance

CSF initiated and convenes the Cambridge Food Poverty Alliance, with funding from Food Power. The CFPA continued to work together to reduce food poverty in Cambridge and 2018 saw the publication of the group's "Towards a collaborative food action plan: a report on food poverty in Cambridge", which was launched at Cambridge's first food poverty conference in the autumn. It included interviews with people experiencing food poverty. Following this, CPFA held workshops to start the process of creating a Food Poverty Action Plan.

The CFPA Steering Group includes Cambridge City Council, Cambridge City Food Bank, FoodCycle, CHS Group, Church of The Good Shepherd, Cambridge Housing Society, Cambridge Community Ethnic Community Forum and Cambridge United Charitable Trust. The Alliance also includes 25 organisations who act as members of the Alliance and support this action.

With funding from Food Power, CSF produced an emergency food signposting toolkit for those working in frontline organisations. This was circulated in poster form and is available online through the Money Matters and CSF websites.

We also initiated our campaign to promote Healthy Start vouchers, which are available to young families on low incomes to access fruit, vegetables and milk. Cambridge Sustainable Food worked with local midwives to ensure that they are aware of the scheme and can promote it to their patients. Further work on Healthy Start continued in 2019/20 through funding from Dulverton Trust Fund and Ridgeons Community Fund, charitable funds managed by Cambridgeshire Community Foundation.



**CAMBRIDGE
SUSTAINABLE FOOD**

volunteer hrs

3341

1

conference

CSF

A new brand and website

FOOD
**FOR
CHANGE**

72

Cookery
Workshops

TEN

Newsletters

16

Awareness raising stalls
and events

FOUR

Campaigns

1

National Award
(Observer Food
Monthly commended)

2 TV

appearances

**CAMBRIDGE
SUSTAINABLE FOOD**

764

**Newsletter
subscribers**

1475

Facebook likes

284,400

**Twitter
impressions**

855

Visitors to stalls and events

**Businesses
participate in food waste
reduction campaign**

10

15

**Press and radio
articles**



Future Plans

A key area of work in 2019/20 will be developing a Food Poverty Action Plan with the city's Food Poverty Alliance. Our Coordinator will also continue to support and share expertise on food poverty in her role as a Peer Mentor with Food Power.

Our programme of cookery workshops will continue and we will expand Holiday Lunch provision in the city through funding from the City Council. We will also carry on promoting Healthy Start to local families and retailers through awareness-raising stalls at community events, healthy cookery activities and working with local retailers to increase the acceptance of the vouchers.

Our Veg Cities campaign will go on into 2019/ 20, featuring food growing activities at local growing spaces as part of 'Big Dig Day', veg cookery activities with local families and culminating in a city-wide Veg Festival in July 2019.

We will continue to work closely with Cambridge City Council and many other partners as we aim for a Sustainable Food Cities' Silver Award. Fundraising to support our work programme will continue and following our rebrand, we will also launch our 'Food For Change' manifesto and consultation with the community on our Action Plan for 2020 and beyond.

CSF Partnership Board Members 2018 - 2019

Bev Sedley*	Cambridge Carbon Footprint
Ann Mitchell*	Transition Cambridge
Duncan Catchpole*	COFCO
Graham Saint*	Cambridge City Council
Ivan Higney *	Colleges Catering Committee
Ben Aveling*	Radmore Farm Shop
Sam Dyer *	Cambridge Sustainable Food
Kati Preston*	Transition Cambridge
Katie Thornburrow*	City Councillor
Rachel Newell	Winter Comfort Joined November 2018, left March 2019
Gavin Shelton	CoFarm Joined March 2019
Gemma Birley	Cambridge Sustainable Food Joined November 2018
Helen Read	Cambridge County Council Left February 2019

*** Original Cambridge Sustainable Food committee members**

Cambridge Sustainable Food Community Interest Company Directors

Bev Sedley	Appointed January 2018
Ann Mitchell	Appointed January 2018
Sam Dyer	Appointed January 2018
Katie Thornburrow	Appointed January 2018 Resigned May 2019
Gemma Birley	Appointed May 2018

**ACCOUNTS: Full accounts available from
info@cambridgesustainablefood.org or from Companies House**

**FOOD
FOR
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With thanks to our partners and funders 2018-19



SUGAR SMART



cambridgesustainablefood.org



@FoodCambridge



@cambridgefood



@cambridgesustainablefood