

A close-up photograph of several green leaves, likely from a leafy vegetable like kale or chard, covered in numerous small, glistening water droplets. The leaves are vibrant green with prominent veins, and the background is dark, making the leaves and droplets stand out.

**CAMBRIDGE
SUSTAINABLE FOOD**

**FOOD
FOR
CHANGE**

**Annual Report
2019/20**

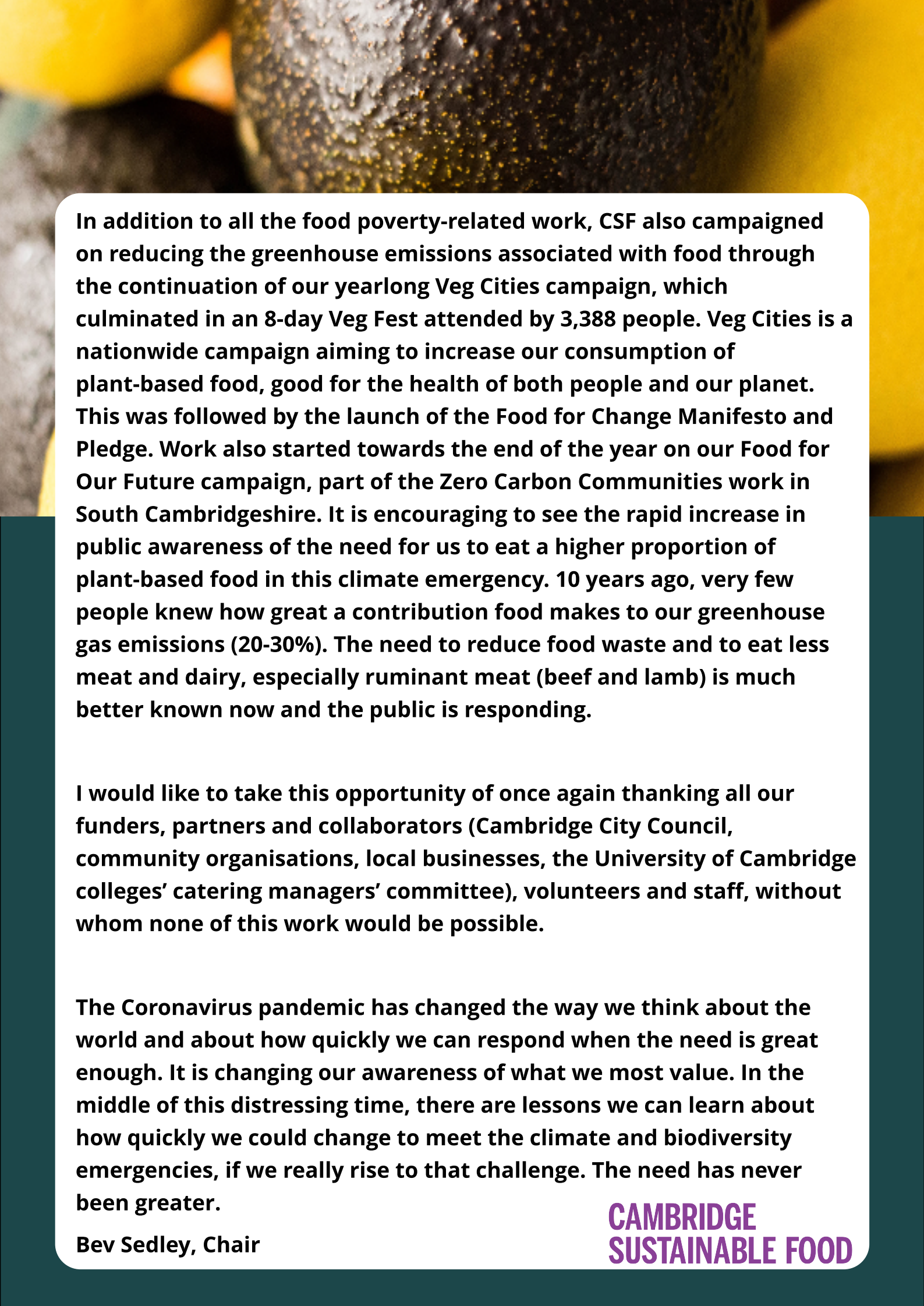
Chairs

Introduction

The end of 2019/2020 saw the beginning of extraordinary changes. At the start of lockdown in March 2020, it would have been difficult to imagine how long and how deeply the coronavirus pandemic was going to affect all our lives. For CSF, 2019/20 was in large part devoted to the reduction of food poverty and improving access to healthy, sustainable food for all, with the development of a collaborative Food Poverty Action Plan for Cambridge and the beginnings of the implementation of this plan, endorsed by Cambridge City Council. All this hard work, involving widespread collaboration with over 25 different organisations and including collecting the views of people experiencing food poverty, culminated in the most unexpected way in March 2020, when the Food Poverty Alliance (FPA), was asked to lead Cambridge Coronavirus Emergency Food Response. The year's work on the action plan meant that the new community food hubs could get off the ground very quickly in a COVID-safe way.

Our work on establishing more community fridges meant that some of the emergency food hubs were already there in embryo and opened almost immediately as the Cambridge community stepped up to provide free healthy food for unexpected numbers of people in need. CSF is proud to be involved in this great community effort.

Redistributing edible food that would otherwise be wasted to people in need is a win-win, although the bigger, longer-term need is to change the system so that food is not wasted in such quantities in the first place and that people are not living in food poverty in one of the richest countries in the world.



In addition to all the food poverty-related work, CSF also campaigned on reducing the greenhouse emissions associated with food through the continuation of our yearlong Veg Cities campaign, which culminated in an 8-day Veg Fest attended by 3,388 people. Veg Cities is a nationwide campaign aiming to increase our consumption of plant-based food, good for the health of both people and our planet. This was followed by the launch of the Food for Change Manifesto and Pledge. Work also started towards the end of the year on our Food for Our Future campaign, part of the Zero Carbon Communities work in South Cambridgeshire. It is encouraging to see the rapid increase in public awareness of the need for us to eat a higher proportion of plant-based food in this climate emergency. 10 years ago, very few people knew how great a contribution food makes to our greenhouse gas emissions (20-30%). The need to reduce food waste and to eat less meat and dairy, especially ruminant meat (beef and lamb) is much better known now and the public is responding.

I would like to take this opportunity of once again thanking all our funders, partners and collaborators (Cambridge City Council, community organisations, local businesses, the University of Cambridge colleges' catering managers' committee), volunteers and staff, without whom none of this work would be possible.

The Coronavirus pandemic has changed the way we think about the world and about how quickly we can respond when the need is great enough. It is changing our awareness of what we most value. In the middle of this distressing time, there are lessons we can learn about how quickly we could change to meet the climate and biodiversity emergencies, if we really rise to that challenge. The need has never been greater.

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 Places, 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.

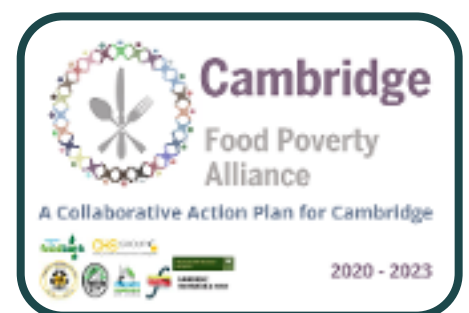
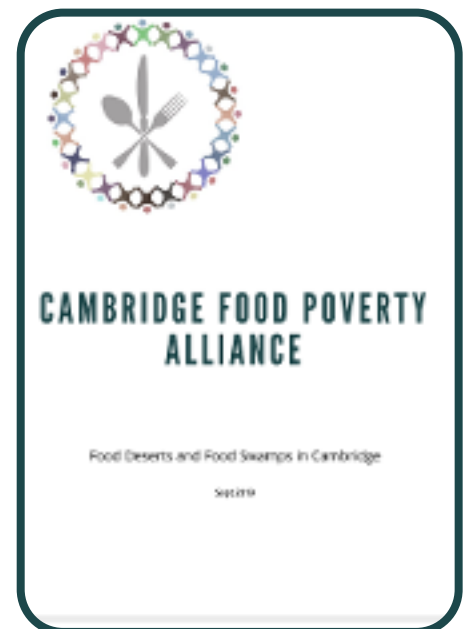
Together all this wider work contributes to the success of Cambridge as a Sustainable Food City – a taste of this can be seen in the "Our Work" section of the CSF website (the renewal form for our Sustainable Food Cities Bronze Award).



Reducing Food Poverty and Increasing Access to Healthy and Sustainable Food for All

Cambridge is the most unequal city in the UK, according to the Centre for Cities, and food poverty has been rising locally for several years, with a shocking 10-year difference in life-expectancy between the wealthiest and poorest city wards. Food poverty was the main focus of our work during 2019/20.

Following four stakeholder workshops and with input from 300+ individuals and organisations, we produced *Cambridge Food Poverty Alliance, a Collaborative Action Plan for Cambridge*, a 3-year plan endorsed by Cambridge City Council, with a foreword by Daniel Zeichner MP. We also produced a report *Food Deserts and Food Swamps in Cambridge*, to help guide our action plan.



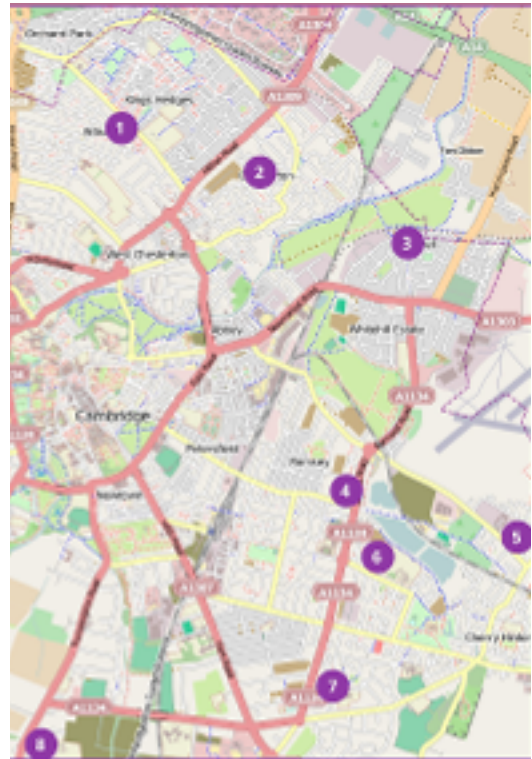
As convener of the Cambridge Food Poverty Alliance (CFPA), we began implementing the action plan, including working with the City Council on a plan for a surplus food redistribution hub and a scheme to establish 3 more community fridges in Cambridge, working with local food businesses to redistribute surplus food to these fridges.

The nationwide Community Fridge Project is a win-win way of reducing the staggering 9.5 million tonnes of food wasted every year, 70% of which could have been eaten. (One of these new fridges had been established by the start of the Coronavirus lockdown in March 2020, with 2 more due to be launched - these swiftly transformed to become the heart of 8 community food hubs, providing fresh healthy food to those in need.)

Work funded by



CAMBRIDGE
Food Poverty
Alliance



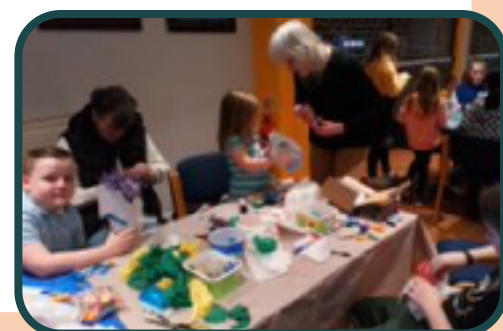
We continued to update our Emergency Food Signposting Tool for organisations, and this was also transformed very quickly in March to become a guide to where to get emergency food aid during the pandemic. The CFPA also undertakes year-on-year data collection about food poverty in Cambridge. Our CFPA coordinator also worked to encourage the formation of food poverty alliances elsewhere in the county, as part of a peer mentoring scheme run by Food Power.

Holiday Lunches – Fun, Food and Action

As part of the City's Holiday Lunch programme, we ran 14 holiday lunches for children and families in Barnwell, Trumpington and Arbury. Our previous research had shown that simply attending a free meal feels stigmatising for some people, so the focus was on enjoyable activities for children rather than the meal itself. 242 adults and 466 children attended (of whom 129 participated in pre-lunch meal preparation), and there were also arts and crafts activities alongside, as well as information stalls (e.g. on healthy eating). "Make your own (healthy) pot noodle" and "Make your own picnic" were very popular.

"I'd never get him to eat that at home, and it's brilliant to see him making his own lunch." Holiday Lunch parent

In March 2020, a plan was formed for the Easter Holiday Lunches to be delivered to participants' doorsteps, as all community centres closed because of Coronavirus.



Thyme To Cook

We continued our popular cookery workshops for families in low-income areas and ran 5 courses in 5 centres (Barnwell Baptist Church, The Fields Child and Family Centre, Ross Street Community Centre, Nun's Way Pavilion, North Cambridge Family Centre). There were 14 sessions, fewer than expected because 7 had to be cancelled because of COVID-19. 23 adults and 33 children participated.



The focus was on cooking delicious, nutritious meals on a low budget, particularly using healthy ingredients the participants were not familiar with, such as chick peas, as well as using up leftovers creatively.

One participant was deeply affected by her experience during the course; by the 5th week she had gained employment and cited the workshops as giving her the confidence she needed to get the job at interview. Families began to use pulses regularly at home, as well as increasing their use of spices and healthy oils over salt and sugar for flavour.

thyme to
COOK!

7 easy-to-follow,
low-cost recipes



Hints and tips
to make cooking with
the family easier, healthier
and much more fun!



"I enjoyed learning new skills and trying different foods that I would not have bought to try at home."

Healthy Start Vouchers

We continued our work to promote Healthy Start vouchers and increase their uptake by eligible families locally. We ran 5 cookery activities with 115 children/parents/carers – these involved ingredients which can be bought with Healthy Start Vouchers, inspiring families to cook and eat more vegetables.

We had 5 awareness-raising stalls at public events such as Arbury Carnival and Abbey Big Lunch, plus an additional 6 stalls at community events or holiday lunches, engaging 666 people in total.

We also put up posters and undertook the delivery of Healthy Start booklets/application forms in specific areas of CB4, where we knew uptake of the vouchers was low.

Voucher uptake in CB4 increased by 5% and in CB2 by 3.7%, representing £8,100 more for the families.



In October we organised a Facebook campaign (engaging 2,236 people), promoted through our networks, local primary schools and nurseries.

Cambridge Coronavirus Emergency Food Response



In March 2020, the Food Poverty Alliance, convened by Cambridge Sustainable Food, took the lead in providing the Cambridge Coronavirus Emergency Food Response.

This involved a 3-pronged approach:

- The establishment of 8 community food hubs in low-income areas of the City, independently run but supported by the Poverty Alliance.
- Distribution of hot meals to recipients of holiday lunches and other vulnerable people.
- Regularly updated signposting of emergency help online (with online application form) and new dedicated phone line. Cambridge City Council seconded 3 members of staff to us and allowed us to re-purpose some of our funding to support emergency food provision.



Campaigning

Veg Cities

Our year-long Veg Cities campaign (part of a national campaign to increase the uptake of plant-based food, good for the health of both people and planet) culminated in July with an 8-day citywide Veg Fest. We worked with 41 businesses and community organisations to deliver the following events, attended by 3,388 people, including:

- Farmers' market and town meal with veg-themed arts and crafts and sports activities for families
- Field to fork to face! featuring special veg dishes and menus from 8 local food businesses
- Mini-mobile schools' vegetable garden in partnership with Cambridge University Botanic Garden and St Paul's Primary School
- Sustainable Food Tour
- Vegetable Creature Parade
- Veg Pledge campaign
- Veggie-themed Geocache hunt, as well as plant-based community meals around the city.

We had 14 press and radio appearances and ran an accompanying social media campaign.



Food for Change Manifesto and Pledge



In October we launched our Food for Change Manifesto online and at an event in the Grafton Centre, encouraging people to sign a pledge promising to take action to reduce their food-related greenhouse gas emissions. Having reviewed our 2016 - 2020 Sustainable Food Action Plan, we also started consulting people on what we should be doing in our new action plan.

Because of COVID-19, this work has now been postponed until 2021.



Food for Our Future

In January 2020 we were awarded funding from South Cambridgeshire District Council to run a Food for Our Future campaign in South Cambs under the Zero Carbon Communities initiative, with the focus on reducing food waste and reducing meat and dairy consumption (major contributors to greenhouse gas emissions). COVID-19 has caused the campaign to be postponed and/or moved online. There will now be an online food waste reduction campaign in October 2020, with a campaign to reduce meat and dairy in 2021.





Working in Partnership

Cambridge Sustainable Food CIC takes direction from the CSF Partnership Board – as you can see in the list of board members later on, the board includes representation from the public sector (Cambridge City Council, Cambridgeshire County Council), local community organisations (Cambridge City Food Bank, Cambridge Ethnic Community Forum, Transition Cambridge, Cambridge Carbon Footprint), local food businesses (Radmore Farm Shop, Cambridge Organic), education (Cambridge University Colleges' Catering Managers' Committee), local growing (CoFarm). This wide representation means that we can work on the full range of issues relating to sustainable food, listed on page 2 – although 2019/20 was mainly taken up with work on food poverty and access to healthy sustainable food for all, reducing food waste and the ecological footprint of the planet has played an important part, and food businesses have been involved with this in important ways, supporting food poverty reduction and reduction in food waste. We also took an important step in promoting sustainable procurement by initiating a Sustainable Procurement Group, with representation from the City Council, Food for Life Partnership (schools) and the Cambridge Food Hub.

Cambridge City Council

One of our most important partners is Cambridge City Council. In 2018 the Council produced a sustainable food policy and created the post of Lead Councillor for Sustainable Food, who is part of the CSF Partnership Board. The Council was deeply involved in the creation of the Food Poverty Action Plan and helps to fund CSF's food poverty work through a Community Development grant. At the start of the Coronavirus pandemic, the Council seconded 3 members of staff to CSF to support the Emergency Food Response. An annual Sustainable City grant usually supports CSF's work to mitigate climate change.



"The City Council's work on food poverty has been transformed over the past 12 months in ways we'd never anticipated. The efforts of the Food Poverty Alliance, coordinated by CSF, and hundreds of volunteers across the city have been vital in providing emergency food support for residents. We're looking forward to working on ways we can support our communities longer-term and achieve food justice for all". Councillor Alex Collis, Cambridge City Council



Cambridge Food Poverty Alliance

CSF convenes the Cambridge Food Poverty Alliance, with funding from Food Power and the City Council. The CFPA Steering Group includes the City Council, Cambridge City Food Bank, FoodCycle, CHS Group, Church of the Good Shepherd, Cambridge Ethnic Community Forum and Cambridge United Charitable Trust. The Alliance also include 25 member organisations who also attend meetings and are involved in decision-making.

As well as working to increase the emergency provision of healthy and sustainably produced food, the CFPA also aims to tackle the underlying causes of food poverty, increasing family income by promoting the take-up of Healthy Start vouchers and supporting the Council's Living Wage campaign.



Cambridge University Colleges' Catering Managers' Committee

For some years the CCMC has worked closely with us to promote sustainable food, in particular sustainable procurement, and several colleges have received a Sustainable Food Award from us and/or worked with us to reduce their food waste. The University has a comprehensive sustainable food policy and action plan, which includes a commitment to supporting Cambridge in becoming a Sustainable Food City, as does the Colleges' Sustainable Food Policy. Cambridge University has undertaken ground-breaking research into reducing ruminant meat served and increasing plant-based meals. During 2019/20 we gave a presentation to the head chefs to explore the possibility of further university/college support for our food poverty work, leading to donations of food and money to the Holiday Lunch project.



**UNIVERSITY OF
CAMBRIDGE**
Catering Managers' Committee



Future Plans

Our main activity so far in 2020/21 has been creating and leading the Cambridge Coronavirus Emergency Food Response on behalf of the Cambridge Food Poverty Alliance. Because of COVID-19, many activities were either cancelled or postponed, and some funding was repurposed to be spent on the Emergency Food Response. Starting already in March 2020, we helped to establish 8 community food hubs, supplying them with food to distribute, and prepared thousands of meals to be delivered to families and others, as well as establishing an emergency phone line and online referral form. Cambridge City Council seconded 3 staff members to our team and made available a temporary redistribution hub at Buchan Street Neighbourhood Centre.

We still plan to have a Food for our Future campaign in South Cambs, aimed at reducing food waste and meat and dairy consumption, but some of this may be online or moved ahead into 2021/22. The food waste campaign is moving online, and planned for Autumn 2020.

Volunteer Hours

2,762.5

38 **Cookery Workshops**

People Engaged with

7,776

3

Newsletters

Subscribers

823

26

Awareness Raising Stalls

CSF

Engaged With

100

Organisations

Press and
Radio/ TV
Articles

29

Visitors to stalls and
events

5,308

300+

Consulted on the
Food Poverty
Action Plan

1,679

Facebook Page Likes

Facebook
Impressions

127,322

Website
visits

18,000

Twitter
Impressions

355,900

32,707

Instagram
Impressions

Cambridge Sustainable Food Partnership Board Members

Bev Sedley	Chair, CSF Partnership Board; trustee, Cambridge Carbon Footprint
Ann Mitchell	Secretary, CSFPB; Transition Cambridge
Alex Collis	Cambridge City Council, Deputy Mayor, Lead Councillor for Sustainable Food and Anti-Poverty
Ben Aveling	Radmore Farm Shop
Duncan Catchpole	CEO, Cambridge Organic; Cambridge Food Hub
Eddie Stadnik	CEO, Cambridge Ethnic Community Forum (Joined October 2020)
Gavin Shelton	Founder and CEO, CoFarm Foundation
Gemma Birley	Head of Programmes, Cambridge Sustainable Food
Graham Saint	Cambridge City Council, Corporate Strategy Officer
Imogen Gray	Senior Public Health Manager – Nutrition and Lifestyles, Cambridgeshire County Council (joined October 2020)
Ivan Higney	University of Cambridge Colleges' Catering Managers Committee
Kati Preston	Transition Cambridge
Katie Thornburrow	Cambridge City Council, Executive Councillor for Planning and Open Spaces
Margaret Saner	CEO, Cambridge City Food Bank (joined October 2020)
Rosie Sykes	Chef and cookery writer
Sam Dyer	CSF Partnership Coordinator; CEO Cambridge Sustainable Food CIC

Cambridge Sustainable Food CIC Directors

Ann Mitchell	Appointed January 2018
Bev Sedley	Appointed January 2018
Sam Dyer	Appointed January 2018
Gemma Birley	Appointed May 2018

ACCOUNTS:

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

With thanks to our partners and funders 2019/20

We have received support from the

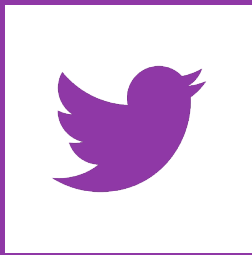


Cambridgeshire
Community
Foundation



We acknowledge the grant we have received from the Dulverton Trust Fund and Ridgions Community Fund, charitable funds managed by Cambridgeshire Community Foundation.

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**CAMBRIDGE
SUSTAINABLE FOOD**

COMPANY NUMBER 1145078