



middlesbrough
food
partnership

SUSTAINABLE
FOOD cities
Middlesbrough
BRONZE



FOOD
ACTION
PLAN 2017/19

introduction

The choices that we all make about food have far reaching consequences for our health, well-being, the environment and the prosperity of the town. Food is a valuable resource and people should have the opportunity to eat healthy and sustainable food that is easier to buy and offers value for money.

The Middlesbrough Food Partnership reviews Middlesbrough's town-wide approach to food. The Partnership includes individuals, community groups, organisations, businesses and Middlesbrough Council. It has identified a number of shared priorities and actions that can be taken to make sure Middlesbrough has a more sustainable and secure food future. The actions are summarised here, in the Food Action Plan.

The Food Action Plan includes a Food Charter (please see page 10). The Food Charter helps guide households and organisations to take positive actions towards the shared goals of the Food Action Plan. Please consider what you can do to help and show your support by signing the Food Charter and committing to the aims of the Plan.

We hope the Food Action Plan will inspire you to support food initiatives, get involved and make changes to choices you make regarding food. Working together, we can bring about the lifestyle changes that are needed to make Middlesbrough more sustainable with healthy and affordable food available for everyone in the town.

In 2011, a UK Sustainable Food Cities network was established, which is developing and sharing best practice with local communities. Middlesbrough is now an active member of this network. In 2017, the achievements of the Middlesbrough Food Partnership were acknowledged and Middlesbrough received a Sustainable Food Cities' 'Bronze Award'.

The Bronze Award and the Food Action Plan would not have been possible without the valuable and ongoing contributions of the people and organisations that have supported the Middlesbrough Food Partnership. Thank you for your interest and support.



Cllr Julia Rostron



Cllr Mick Thompson

Cllr Julia Rostron,
Chair of Middlesbrough Environment City

Cllr Mick Thompson,
Middlesbrough Council, Executive Member for Communities & Public Health



background and context

In 2010-11, Middlesbrough Environment City coordinated the development and launch of a town-wide Food Action Plan. The Food Action Plan was influenced by Middlesbrough's innovative Healthy Town programme, the One Planet Living framework and public health priorities.

Since then, Middlesbrough has been designated One Planet Living status, with a work programme to help local people live healthier and more sustainable lives in a way that often saves money. One of the ten One Planet Living principles involves a commitment to 'Local and Sustainable Food.' Evidence shows that production and consumption of food accounts for 25% of Middlesbrough's ecological footprint (the amount of land and resources required by Middlesbrough residents to maintain their lifestyle). Middlesbrough's footprint is typical of the UK's ecological footprint, which is equivalent to requiring nearly three Planet Earths to be sustainable and shows that we are not living within our means. The interventions and ambitions in the Food Action Plan address this concern.

The Food Action Plan, developed by the Middlesbrough Food Partnership, recognises that the production, procurement, consumption and disposal of food should be a cyclical process (See page 4). The actions set out in this plan cover all aspects of food issues that are important to the needs of Middlesbrough: health and nutrition; local and sustainable food; reducing food related waste; fairness in the food chain and tackling food poverty; education and skills; and a strong local food economy. It also outlines how it can support organisations, businesses and individuals in making better food choices and how people can get further involved.

During the development of this document, the Middlesbrough Food Partnership has been mindful of the need to tackle food poverty in the town and has aimed to prioritise interventions to ensure that everyone has access to healthy, nutritious and affordable food. This is a significant challenge for the foreseeable future and will remain a top priority for the Middlesbrough Food Partnership.

A broader challenge at the national and global level is sustainable food and food security. Global food production and food supplies impact upon, and are influenced by, many factors. These include climate change, global economic changes, population growth, food shortfalls, ethical production methods, fossil fuel uncertainties and energy costs. The relationship between these is complex. The danger is that over the next decade, food prices will rise above inflation meaning that the risk of food poverty in Middlesbrough will increase unless the town makes plans for what is predicted. The Food Action Plan considers the broader interventions that are required to address food security.

The aim of the Middlesbrough Food Charter is to bring community groups, businesses and policy makers together to set and develop local priorities around shared values. The Food Charter gives the whole community the opportunity to make a positive contribution to making Middlesbrough a healthier and more sustainable town for everyone.

Progress toward the actions within this document are monitored regularly and the Food Action Plan will be evaluated and reviewed in November 2019.



the food circle

The **Middlesbrough Food Action Plan** provides a way for all residents and businesses to get involved with sustainable food



business

Support local businesses and settings to procure and provide healthy and sustainable food to boost local prosperity, encourage healthy eating and protect the environment

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| 1 | Maintain and promote the Growing Middlesbrough brand, website and Local Food directory and accompanying criteria for local food. | Timing |
| 1.1 | Develop ways of promoting local suppliers | Oct 2017 - ongoing |
| 1.2 | Promote locally sourced and healthy produce at themed events and in areas where there is little or no local and healthy food provision | Oct 2017 - ongoing |
| 1.3 | Develop a timetable of local food events | April 2018 |
| 2 | Create local procurement networks which link into local production and suppliers, and encourage participation of larger mainstream suppliers. | Timing |
| 2.1 | Further develop the Growing Middlesbrough online Local Food directory | Oct 2017 - ongoing |
| 2.2 | Investigate local purchasing networks and encourage use of the Growing Middlesbrough online local food directory | Oct 2017 - ongoing |
| 2.3 | Investigate the popularity and value of the Growing Middlesbrough online local food directory and promote findings | April 2018 |



business continued

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| 4 | Promote and deliver activities that support the healthy, local and sustainable food industry | Timing |
| 4.1 | Encourage 10 local businesses to sign the Food Charter and sign up to Growing Middlesbrough by April 2018 | April 2018 |
| 4.2 | Ensure healthy and sustainable food businesses are supported by planning and economic development strategies, policies and training | October 2019 |
| 4.3 | Investigate and promote quality, healthy, sustainable and ethical food accreditations | October 2018 |
| 3 | Encourage local businesses to provide safe, healthy and sustainable food to promote the health and wellbeing of their employees and customers and clients. | Timing |
| 3.1 | Continue to deliver a work programme for Food4Health as part of the ExtraLife programme with links into early years settings, work places and settings | Oct 2017 - ongoing |
| 3.2 | Deliver the Food4Health Business Award to encourage local food businesses to improve the sustainability and nutritional quality of their food. Target 10 new businesses to achieve the award by April 2018 and actively communicate to promote further uptake | April 2018 |
| 3.3 | Make more healthy options available in supermarkets, convenience stores, takeaways and vending machines | October 2018 |
| 3.4 | Work to prevent the development of food deserts (limited access to healthy food) and food swamps (high density of fast food outlets), including support through policies and strategies | October 2019 |



people

Inspire and enable the local food culture so that all residents have access to buy, grow, produce and cook affordable, healthy and sustainable food

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|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| 5 | Ensure that Middlesbrough's approach to sustainable food gives priority to tackling food insecurity | Timing |
| 5.1 | Produce guidance and/or training on access to affordable and healthy food, shopping on a budget, use of sell-by dates etc. | Oct 2017 onwards |
| 5.2 | Continue work to ensure as many people as possible facing financial crises can access essential and healthy food | Oct 2017 onwards |
| 5.3 | Provide a referral pathway of wider support to all people accessing emergency food via the foodbanks | Oct 2017 onwards |
| 5.4 | Offer education to those experiencing financial hardship in healthy eating and cooking skills on a budget | Oct 2017 onwards |
| 5.5 | Provide support for people to access lower cost healthy food, including fresh fruit and vegetables | Oct 2017 onwards |
| 5.6 | Provide support to charities, social enterprises and organisations who collect surplus food and redistribute it to people in need | Oct 2017 onwards |
| 6 | Promote Middlesbrough's Fairtrade programme to ensure producers in developing countries are treated fairly with fair pay and working conditions | Timing |
| 6.1 | Continue the town's Fairtrade programme under the direction of the Fairtrade Group with an annual programme of events and campaigns | November 2018 |
| 6.2 | Work with Middlesbrough Council to continue with their commitment to serve Fairtrade tea and coffee in official meetings and provide Fairtrade refreshments in vending machines and Council managed catering outlets | November 2019 |



people continued

| 7 Give everyone the opportunity to learn about healthy eating, animal welfare, farming good food and how to grow and cook healthily | Timing |
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| 7.1 Increase public understanding of food, health and sustainability through campaigns using a variety of communication tools | Oct 2017 onwards |
| 7.2 Establish an Academy of Food brand in Middlesbrough to help local people learn and share sustainable food best practices, food growing/preparation/food safety etc | November 2018 |
| 7.3 Support primary and secondary schools to adopt holistic food education and engagement programmes | Oct 2017 onwards |
| 7.4 Provide adult community learning courses on a range of food topics, such as horticulture, food budgeting, cooking, nutrition and hygiene skills | May 2018 onwards |
| 7.5 Provide cooking skills training for residents, schools and community groups to learn how to buy locally sourced, good, healthy food | February 2018 onwards |
| 7.6 Make it easier for communities to have access to support networks, resources, land or buildings for community food projects through promotion of assets for community use and allotments | November 2017 onwards |
| 7.7 Promote the Food Charter and increase the number of residents pledging their support. Engage 100 people by September 2018 | September 2018 |



environment

Help residents and businesses to minimise, recycle and compost food related waste, either individually or collectively, to increase the sustainability of local food and reduce its impact on the environment

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| 8 | Promote and deliver activities that support residents to minimise, recycle and compost food related waste | Timing |
| 8.1 | Raise public awareness of food waste and how to reduce it by delivering campaigns, roadshows, school visits and other events | Oct 2017 onwards |
| 8.2 | Promote and encourage home composting to residents across Middlesbrough by delivering roadshows, school visits and other events | Oct 2017 onwards |
| 8.3 | Encourage residents to buy food with minimal packaging and promote the recycling of food containers using the Council's Blue Bin scheme | Oct 2017 onwards |
| 9 | Encourage and support businesses to reduce the amount of food related waste they generate and recycle more of the waste that is created | Timing |
| 9.1 | Provide dedicated web-pages for businesses containing advice on waste reduction to promote zero waste | May 2018 |
| 9.2 | Incorporate the Food Waste Hierarchy into relevant policies, strategies and services to reduce and/or divert food waste | May 2018 |
| 9.3 | Promote the benefits of food waste collection to schools and businesses | Oct 2017 onwards |
| 9.4 | Provide training, advice and support on how growers can adopt low ecological impact production and management techniques | Oct 2017 onwards |
| 9.5 | Develop a strategy for a fat, oil and grease collection service and promote to schools and businesses | April 2018 |



Middlesbrough Food Charter

This food charter is for you to pledge support for Middlesbrough to have quality healthy local food that doesn't cost or damage the earth.

We want to make our town a place where local people can eat good quality, healthy food that is easy to buy and offers value for money. We also want this food to be sourced and produced locally wherever possible and reduce and recycle as much of the food waste and packaging as we can.

The choices that we all make about food have far reaching consequences on health, the environment and the prosperity of Middlesbrough. Good food is vital for a good quality of life and long term well-being. The Middlesbrough Food Partnership wants to help local people and businesses make good choices about food and has produced a Food Action Plan that can be found at www.growingmiddlesbrough.org.uk. This outlines Middlesbrough's food plans for the future.

Please join us and others like you by showing your support and signing this charter. You will be helping to ensure that food is treated as a valuable resource.

Pledge your support at
www.growingmiddlesbrough.org.uk

or contact us by calling
01642 579 820

or emailing
info@growingmiddlesbrough.org.uk



Organisations and businesses

By signing this charter you pledge to

- procure more sustainable, local and responsibly sourced food
- serve healthy, seasonal and responsibly sourced food
- reduce and recycle food waste or dispose of it responsibly
- try to buy food that doesn't have lots of packaging and recycle any packaging that you can
- buy Fairtrade food if the food is not produced locally
- encourage and support your customers and employees to do as many of the points below as they can

Individuals and households

Show your support by trying to

- eat a healthier diet that is low in salt, sugar and fat
- eat less meat and more fresh vegetables and fruit
- not cook more than you need and re-use leftover food
- buy food that has less packaging and recycle as much packaging as you can
- buy food that is produced locally to Middlesbrough – find local food at www.growingmiddlesbrough.org.uk
- buy Fairtrade items
- use local independent shops
- grow some of your own food
- ask your employer, school or local community organisation to support the work of the Food Partnership and sign up to the Food Charter too

There is a range of support available to help individuals and businesses to achieve these pledges. Visit www.growingmiddlesbrough.org.uk to find out more or email us at info@growingmiddlesbrough.org.uk