

# Bradford District Food Strategy



# Bradford District Food Strategy

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Cllr Hawarun Hussain, Link Member for Sustainable Food, Regeneration and Economy Overview  
and Scrutiny Committee

Cllr Kevin Warnes, Link Member for Sustainable Food, Environment and Waste Management  
Overview and Scrutiny Committee

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## 1. Vision

**Bradford District's Food Strategy** seeks to encourage individuals, communities, the voluntary sector, businesses and statutory agencies to make food choices that will benefit our health and well-being, our food trading with communities around the world, and the environment.<sup>1</sup>

The Food Strategy seeks to work across our community to strengthen the development of localised food systems that will promote environmental sustainability, food security, social equity, economic prosperity, fair trading and the health and well-being of all residents.

The Food Strategy seeks to transform food policy-making in Bradford in ways that link initiatives in public health, environmental sustainability, community development, education, agriculture, cultural and economic development, waste prevention and management, urban planning and land use, and tourism.

## 2. Why Bradford needs a Food Strategy.

The food system across Bradford District offers significant opportunities for creating jobs, increasing economic prosperity and improving the well being of the entire community.<sup>2</sup> Boosting local food production and local food networks will bring food growers and suppliers closer to the communities they serve and harness sustainable economic and environmental benefits for all residents.<sup>3</sup> Reconnecting our urban consumers with our local farmers will foster a deeper understanding of the value of food and its relationship to our health and the environment.<sup>4</sup>

Developing more localised food networks will also help to reduce the 'food miles' associated with our diets and thereby contribute towards a reduction in the district's greenhouse gas emissions.<sup>5</sup> This food strategy is therefore a practical means of delivering more economically, socially and environmentally sustainable ways of producing and consuming food in the district.<sup>6</sup> It is also an aspirational statement about where Bradford Council wants Bradford District to be in relation to food in a generation's time.



This food strategy reflects the fact that Bradford residents are becoming more interested in how we produce and consume our food and concerned about the relationship between our food, our health and our environment.<sup>7</sup> Access to more local food, for example, seems to be a widespread interest.<sup>8</sup> Obesity is on the increase, particularly among children, as are diet-related diseases such as diabetes among the general population.<sup>9</sup> There is also evidence of links between the quality of our diets and the quality of our cognitive performance, as well as with children's behavioural problems.<sup>10</sup> Overall, DEFRA estimates that sub-optimal diets cost the UK £20.5 billion annually.<sup>11</sup> Modern intensive agriculture, with its dependence on fossil fuels and chemical inputs, is responsible for water pollution and soil erosion and contributes to climate change.<sup>12</sup> Our globalised food supply chains have disconnected communities from how and where their food is produced, evidenced by the UK's widening food trade deficit since the early 1970s.<sup>13</sup> This liberalisation of the world's food markets has diversified the availability of some foods, but nonetheless has the potential to increase our vulnerability to future food crises (especially if considered in a context of growing UK energy insecurity as well).<sup>14</sup>

This food strategy is based on the premise that (a) Bradford Council is in a good position to adopt a community leadership role that will enable local residents to grow more of their own food and develop more sustainable local food networks, and that (b) up-front investment of time and other resources in this area of policy by the Council and by other partners and commercial organisations - subject to inevitable resource constraints - will deliver real social, economic and environmental benefits in years to come.<sup>15</sup> Bradford Council is, after all, responsible for food provision (and, by extension, nutritional care) via the many services it delivers directly, or commissions or monitors, in a wide variety of settings.<sup>16</sup> It is also likely that the Council will become more responsible for public health commissioning in future years in line with the recent 'Healthy Lives, Healthy People'

white paper published for consultation by the government in November 2010.<sup>17</sup> In addition, the District's food retailers and supermarkets have a vital investment role to play in this process, from small independent enterprises to larger organisations like Morrisons which are significant local employers and are already engaging with food growing locally.<sup>18</sup>



## 3. How a Food Strategy would contribute to the Council's corporate priorities and District-wide partnerships.

### 3.1 Prosperity and Regeneration

The agri-food sector overall contributes around £85 billion to the UK economy.<sup>19</sup> The Yorkshire and Humber region, in turn, has the highest concentration of food and drinks companies in the country (over a thousand), with a combined turnover of £8 billion per year. Bradford itself is home to a “diverse range of innovative food and drink companies who continue to invest, develop and thrive in the city”.<sup>20</sup>

It is clear, therefore, that growing, processing, cooking and selling food makes a significant economic contribution to the prosperity of the wider Yorkshire and Humber region and of Bradford itself – Morrisons alone employs more than 2,500 people locally.<sup>21</sup> Celebrity chef Gordon Ramsey has shown that Bradford's award-winning South Asian restaurants are thriving, and the District has a wealth of other cuisines to tempt the palate. The production of ethnically diverse food is growing at 15% each year in the wider region, while Bradford's employment opportunities in the food and drink sector grew by 5% between 2000 and 2006.<sup>22</sup> These food enterprises, of course, play their part in attracting tourists to the District and this in turn generates significant additional income for local people.<sup>23</sup>

The UK experiences food trade deficits in nearly every category of food and drink, the largest of which is in fruit and vegetables: in 2008, UK exports of these products worth £0.7 billion were dwarfed by imports worth £7.2 billion.<sup>24</sup> Partly in response to this imbalance, the UK Government is committed to developing a “sustainable and secure food system” for the UK by 2030.<sup>25</sup> There is clearly an opportunity here for Bradford to make its own contribution in a wide range of ways, notably by boosting local food growing, by encouraging the employment and volunteering opportunities linked to existing and new local food networks and by working to reduce food-related waste.<sup>26</sup>

Bradford District's local produce markets are underdeveloped. Yet they provide an outlet for local growers and artisan food producers and this could be encouraged in ways that benefit the local economy. Money spent locally on locally grown food generates additional wealth for our communities compared to money spent locally on food produced elsewhere: one estimate suggests that £10 spent on a 'veg box' generates £24 for the local economy compared to only £14 if spent in a supermarket.<sup>27</sup> Current economic circumstances obviously make it difficult for Bradford Council to contribute financially, but the Council could take action to minimise the barriers to groups seeking to set up community supported agriculture schemes or local food production units and do more to facilitate community involvement in food growing and networking.<sup>28</sup>

### 3.2 Children and Young People

According to Sustain, the National Diet and Nutrition Survey carried out by the Office for National Statistics has found that 96% of British children do not eat recommended levels of fruit and vegetables and that the vast majority consume too much saturated fat, sugar and salt.<sup>29</sup> The UK also has one of the highest rates of childhood obesity in Europe – the government’s Foresight Programme estimates that most British children will be obese by 2050 if current trends continue.<sup>30</sup> There is, therefore, an urgent need to promote 'positive food cultures' linked to healthy outcomes, and this can be achieved in part by reconnecting children and young people with the natural world and the food chain. This has been the impetus for the highly respected ‘Food For Life Partnership’, whose whole-school approach has been credited with delivering “significant benefits” to pupils' health and to their ability to learn.<sup>31</sup>



The National Healthy Schools Programme, which will continue in a revised capacity under the present government, has a broader remit that also promotes healthy eating, physical activity, emotional health and well-being. These are all influenced by our food choices.<sup>32</sup> Almost all of Bradford’s schools have joined the Programme, with 92% achieving ‘healthy school’ status by early 2010 and 99% by early 2011.<sup>33</sup> Local community organisations have been doing excellent work with school children and youth groups. But our schools can only have a limited impact given that a disproportionate number of our children live in workless households where deprivation is prevalent (compared to the national average).<sup>34</sup> This, in turn, affects the children's ability to thrive and achieve.<sup>35</sup>

Bradford's Education Contract Services (ECS) has been cited as a pioneering example of good practice for improving the nutritional value of school meals while maintaining low costs. ECS has done so by shortening supply chains, providing seasonal food from fresh ingredients and using local suppliers.<sup>36</sup> Yet many schools are now voicing concerns about budget cuts and the potentially deleterious effects these will have on school meals, food clubs in schools, and extended after school provision for children. This is



understandable given that research in Sheffield primary schools in 2009 found that pupils were “over three times more likely to concentrate and be alert in the classroom in the afternoon when improvements were made to the school dining room and the nutritional quality of school lunches”.<sup>37</sup> A study carried out in Scotland has similarly shown that breakfast clubs can improve behaviour and attendance at school.<sup>38</sup> Indeed, schools are clearly an essential component of local food networks in a wider sense in so far as they provide thousands of meals a day for their staff and children and usually focus on food and cooking skills in their curriculums. In doing so, they can

help our children to better understand the different diets present among Bradford's diverse communities and provide a platform to celebrate - through food - the multicultural heritage that has become a defining aspect of life in contemporary Bradford. Bradford Council's involvement with the District's 200+ schools underlines the importance of Council leadership in this area of policy and reinforces the need for this Food Strategy.

### 3.3 Safer Communities

Food security – defined here as a situation where there is reliable and predictable access to food for all members of our community - is an ever-increasing concern for many communities.<sup>39</sup> Population growth, economic growth and our changing climate are all challenging the sustainability of our food production systems. The UK needs diverse sources of food to spread the risks. According to DEFRA, this includes “more sustainable behaviours in food production and distribution”.<sup>40</sup> This logically includes enhancing our potential to feed ourselves to help secure the availability of our food and our access to it, and developing Bradford's local food economy and local food growing and distribution networks will positively support this long term process of transition.



Consumers need to have confidence in the safety and provenance of their food, as DEFRA have asserted, with clear understandable information.<sup>41</sup> Local food growing and production enables more direct contact with producers and more straightforward traceability of the produce we consume, all areas in which Bradford Council already has considerable expertise to build on in terms of ensuring good food safety, hygiene and preventing food poisoning.<sup>42</sup>

Bradford Council planning officers could, for example, do more to promote local community food hubs, perhaps linked to the District's allotments and other small-scale food growers.<sup>43</sup> These would ensure that localities do not depend solely on the kind of short-lived fast food outlets that usually provide cheap, nutritionally poor and sometimes even unsafe food. Where food hubs have been enabled to develop elsewhere, they have succeeded in fostering better local food growing networks and stronger communities and have even reduced local food waste in the process.<sup>44</sup>



### 3.4 Health and Well-Being

Poor diet is implicated in roughly a third of cancer cases and a third of cardiovascular disease in Britain. The cost of this ill health for the UK is estimated at £7 billion each year. Obesity is linked to Type II diabetes, as well as cardiovascular disease and some types of cancer; yet projections indicate that 40% of the UK's population will be obese by 2025, rising to 60% by 2050.<sup>45</sup>

The health and life expectancy of people living in our district is generally worse than the national average. For example, the proportion of children with dental disease at age 5 in Bradford (52%) is well above the national rate (31%). This, in turn, has negative impacts including pain, discomfort, lost days at school and low self-esteem.<sup>46</sup> According to the Association of Public Health Observatories, Bradford residents experience also 'significantly worse' obesity among adults, significantly worse incidence of diabetes, significantly worse early deaths from heart disease and



strokes and, indeed, significantly worse male and female life expectancy overall compared to the national average. Sub-optimal nutrition can be linked to all of these relative health deficiencies: unsurprisingly, according to the data, Bradford exhibits significantly fewer 'healthy eating' adults as a proportion of its population compared to the national average.<sup>47</sup> For example, the Bradford and Airedale Health and Lifestyle Survey found that only 40% of local residents were eating the recommended 'five-a-day' portions of fruit and vegetables in 2008.<sup>48</sup> Part of the reason for this may be the incidence of fresh food 'deserts' in Bradford, where local shops do not stock basic fresh fruits and vegetables and the residents are unable to access the large supermarkets. The decline in the number of small and medium retailing enterprises in the residential areas of the city - by at least 62% since 1960 - has probably also been a driving factor in this process of 'food desertification'.<sup>49</sup>

There are already projects underway in response to these health-related challenges. Bradford Council's Ministry of Food, launched in late 2009, is an important initiative that is helping local people to learn basic cooking skills – around 100 people a week accessed the centre during its first six months alone, cooking 2,000 meals and attending 230 cooking classes.<sup>50</sup> The Bradford Community Environment Project has also promoted 'growing your own food and healthy eating' to 3000+ of Bradford's most deprived residents during in 2010 and 2011.<sup>51</sup> Café West, similarly, has worked with local residents and youth groups in Allerton to encourage healthy lifestyles.<sup>52</sup> But much more needs to be done.

### 3.5 Improving the Environment

The UK's food systems are responsible for approximately 22% of the country's overall carbon emissions, due to their reliance on oil, energy and water (transport, high intensity production methods, lack of seasonality and voluminous packaging).<sup>53</sup> Total UK food waste is estimated to be 18-20 million tonnes per year, of which just eight million tonnes of food and drink are wasted each year by UK households.<sup>54</sup> Of the latter, over five million tonnes has been identified as avoidable.<sup>55</sup> In Bradford itself, approximately a third of the contents (by weight) of kerbside collections from the District's 200,000 homes is made up of food waste.<sup>56</sup> It is likely that more localised and more efficient food systems would reduce the District's greenhouse gas emissions, minimise waste and increase the diversity of our food supply.<sup>57</sup>

The UK's self-sufficiency in food has decreased by 15% in the last fifteen years alone.<sup>58</sup> The anticipated rise in the global population from six billion to nine billion people by 2050 will inevitably place unprecedented stresses on our food systems, especially bearing in mind that at least 800 million people worldwide are already classed as 'undernourished' by the UN's Food and Agriculture Organisation.<sup>59</sup> World food production will need to rise significantly, but this transformation of the world's food networks will need to be done in ways that are environmentally sustainable. Minimising water usage and greenhouse gas emissions, and protecting biodiversity and animal welfare, are all priorities that must remain at the forefront of this transition, including here in Bradford. There is scope, for example, for the District's allotments to be managed in ways that are more water efficient. The Council should aim to bring derelict allotment plots into use, to exploit the food growing potential of unused public land and to facilitate home composting.<sup>60</sup>



### 3.6 Strong and Cohesive Communities

Bradford District is the most deprived local authority area in West Yorkshire and the 32<sup>nd</sup> most deprived local authority in the country.<sup>61</sup> In 2004, 43% of Bradford's population lived in the most deprived 20% of wards in England, with 30% living in the most deprived 10% of wards. Yet wide variations are also apparent, with Ilkley falling within the least deprived 10% of wards, and this has significant implications for community cohesion.<sup>62</sup> This disparity in levels of deprivation has an impact on health, of course, with men's life expectancy varying by eight years according to the Bradford ward in which they live.<sup>63</sup> Infant mortality, poor nutrition among children, and educational achievement each exhibit similar trends.<sup>64</sup>

Unsurprisingly, therefore, significantly different levels of access to healthy foods are apparent across the District. In Bradford, an estimated 30% of people are at risk of being affected by food poverty at any one time (a household in food poverty spends over 30% of its income on food).<sup>65</sup> This is crucial for health, as more nutritious foods often cost more per calorie (brown vs white bread, fresh vs processed meat). Better off households in general also tend to consume higher quantities of fresh fruit and vegetables.<sup>66</sup> These kinds of health disparities are among the many factors that tend to undermine the strength and cohesion of our communities.

It is unlikely that DEFRA's vision of informed consumers who can choose and afford healthy, sustainable food will become a universal reality any time soon in our District. After all, the Yorkshire and Humber region ranks as low as 8<sup>th</sup> out of the 12 UK regions in terms of the overall consumption of fruit and vegetables, and household purchases of fruit in our region are the lowest in England.<sup>67</sup> But progress towards DEFRA's goal will tend to improve community cohesion in so far as thriving local food growing and distribution networks – community food hubs, for example – can deliver a range of social and health benefits, as outlined earlier, and a food strategy can be one means of aiding this process of transformational change.<sup>68</sup>



## 4. Guiding principles for sustainable and localised food networks across Bradford District

### 4.1 A Partnership Approach

Partnerships across different sectors are acknowledged to be an effective way of working and can achieve more than organisations working in isolation.<sup>69</sup> This is especially relevant when looking at the food system of a large metropolitan district like Bradford in which a wide diversity of players are involved with food. These organisations include the voluntary, faith, private and public sectors, of course, but it is important to stress (a) that sustainable and local food networks also need the involvement of private sector businesses; and (b) that these range from small independent enterprises through to leading national and even multinational food companies.

### 4.2 Access to Good Food for All

Bradford District exhibits striking inequalities in wealth, health and employment. Low-income families are more likely to suffer from food poverty and therefore an inability to acquire or consume an adequate quality or sufficient quantity of food in socially acceptable ways. The Bradford District Food Strategy therefore acknowledges that access to a basic healthy diet should be a human right for all. It aims to work towards a situation where everyone, regardless of income, has sufficient access to affordable, safe and nutritious food. The Food Strategy should be managed in ways that are accountable to, and rooted in the participation of, *all* sectors of the community. It also aims to reflect the social diversity of the city and celebrate the importance of food for the health of the public, for community life and the culture of the District.



### 4.3 Economic Prosperity

The whole food supply chain can contribute to economic prosperity by keeping money circulating within the community. Farmers' Markets are one example of the way that local food projects and enterprises can build skills, generate income and increase employment. With the right support they can become self-sustaining social enterprises or small businesses.



The growth in recent years of Bradford's specialist food enterprises, ranging from Asian and Middle Eastern cuisine to Polish baking, reflects the capacity of the food sector to provide sustainable economic benefits for the District. Larger local food producers, too, have also created jobs in Bradford and reinforced the value of our local food sector: the Mumtaz phenomenon and

the Kolos Bakery are notable examples. The success of the St James wholesale food market is another illustration of the importance of this sector to the District's economy.

#### **4.4 Environmental Sustainability**

The way we produce, transport, package, cook and dispose of food has profound and wide-ranging environmental implications. Much of the current food system is fuelled by an unsustainable use of energy and water. This produces high greenhouse gas emissions, soil erosion, local and wider pollution and avoidable quantities of waste that go to landfill. Developing local food systems can help to address these issues by shortening supply chains and cutting 'food miles'.<sup>70</sup>

#### **4.5 Global Fairtrade**

In March 2006, Bradford District achieved Fairtrade Zone status and is therefore committed to ensuring that farmers and producers receive a fair price for the quality goods they produce.<sup>71</sup> Although 'fairtrade' is considered to be a developing country issue, it applies equally to farmers and producers here in the UK. The Bradford District Food Strategy is therefore committed to ensuring that local farmers and producers receive a fair price for their produce, and Bradford Council will work in partnership with other providers to promote fair trading practices throughout the food supply chain.



#### **4.6 Health and Well-Being of all Residents**

The links between food and health and well-being are widely acknowledged, and public policy increasingly supports the promotion of healthy eating as part of an active lifestyle in order to improve maternal and child health, combat the onset of the major killer diseases such as coronary heart disease, cancer and diabetes and prevent problems caused by malnutrition (especially among the vulnerable and elderly). A healthy population not only reduces the incidence of disease and premature death, but is also a more productive workforce and is better able to contribute to the general good of the community. The Bradford District Food Strategy will therefore work to ensure that food that meets the health needs of users is available in our schools, hospitals and catering outlets, as well as in the District's public and private residential care providers.



## 5. Aims & Objectives

1. **Support educational initiatives across all sectors of the community to raise awareness of the production of food and its role in supporting health, the economy and the environment and in improving education and health outcomes.**
  - a) Encourage food growing in all schools, along with other food-related skills including education about food growing, preparation, storage, shopping, our food and nutritional needs at different ages and other food life skills.<sup>72</sup>
  - b) Improve understanding of food and its relationship to good health, education, pupil behaviour and concentration and receptiveness to learning.
  - c) Improve awareness of how food is produced.
  - d) Improve understanding of different food production systems and their impact on health and the environment.
  - e) Improve understanding of the importance of food eating contexts, including the value of gathering the family together to eat for building stronger relationships in the family setting.
  - f) Foster cross-cultural awareness about food through the District.
  - g) Enhance food-related skills across the whole community.<sup>73</sup>
  - h) Improve the availability of evidence-based, reliable and locally-appropriate materials and initiatives to support the above objectives.<sup>74</sup>
  
2. **Provide networking opportunities through corporate community leadership and the exchange of information, as well as support and advice for individuals and organisations working on food initiatives, in order to build skills and capacity and to encourage linkage between diverse sectors.<sup>75</sup>**
  - a) Develop the capacity of the Food Network to provide advice and support for all sectors of the food community and a means of sharing best practice with similar projects around the country and internationally.
  - b) Publicise the role and work of the Food Network across the District.
  - c) Encourage sharing, exchange and linked working across diverse sectors as a means of developing innovative and creative solutions to the challenges created by the current food system.
  - d) Increase employment and volunteering opportunities through building capacity and skills within different sectors of the local food system.

**3. Develop closer links with government agencies at local, regional and national levels and run local campaigns across the District in order to influence policy and planning decisions in ways that further the aims of the Food Strategy.**

- a) Raise awareness amongst local, regional and national policy makers of the interdependence of food, the economy, health and the environment, with an emphasis on localism, clear information, strong partnerships and good understanding.
- b) Ensure (i) that local plans and other strategies include relevant food work across the District and particularly the food strategy and action plan; (ii) that these food initiatives reflect the District's urban and rural challenges and opportunities; and (iii) that they are imbued with a strong identity for Bradford that will engage and motivate local people.

**4. Improve the overall health of the population and reduce health inequalities in the Bradford District by tackling the underlying causes of ill-health linked to sub-optimal diets and nutrition.**

- a) Help reduce the high rates of chronic disease in Bradford District, such as coronary heart disease, diabetes, cancer, as well as obesity, malnutrition and other diet-related disorders
- b) Increase awareness of the role of diet as a key underlying determinant of poor health in Bradford and of the widespread long-term negative consequences of this problem that are particularly visible in Bradford's more deprived and vulnerable communities.
- c) Encourage and support Bradford's residents to enjoy healthy diets that meet all of their nutritional needs at each stage of their lives by way of consistent messages on eating better as a core element of healthier lifestyles.<sup>76</sup>
- d) Ensure that all food and health information, education and interventions in Bradford District are based on sound nutritional evidence and practice and are socially and culturally relevant to the local community.
- e) Encourage all relevant local authority departments and services – examples include adult and children's services, asset management, catering, education, markets and planning - to consider the impact of their work on nutritional well-being.
- f) Ensure that the promotion of healthy eating and good nutrition links into and supports Bradford Council's 'Physical Activity and Sport Strategy 2007-2012' and any successor strategies in this area of policy.<sup>77</sup>
- g) Ensure the Food Strategy is linked to the priorities of the Health and Well-being Board.
- h) Support improvements to maternal, infant and child health and well-being by linking Food Strategy action planning to the 'Every Baby Matters Strategy and Action Plan'.

**5. Improve access for all residents across the District to nutritious, safe, affordable food.**

- a) Maximise and facilitate opportunities for residents to become involved in growing and producing food on a sustainable and manageable basis to ensure optimum use of the District's green spaces and of other resources that have the potential to grow produce.
- b) Encourage an increase in consumption of fresh food, in particular locally grown fruit and vegetables and locally grown and produced meat.
- c) Encourage the consumption of seasonal foods, in particular locally grown fruit and vegetables and other produce.

- d) Encourage improvement in the number of, and access to, local fresh food outlets.
- e) Encourage all food outlets to provide healthy, safe and nutritious food.<sup>78</sup>
- f) Encourage schools to enable parents and children to access healthier foods in school and at home.<sup>79</sup>
- g) Maximise the take up of all school meals through affordable pricing.
- h) Actively encourage the take up of free school meals and of the school fruit and vegetable scheme.
- i) Improve access to healthy foods that meet the health needs of those who are ill and/or elderly.
- j) Support measures that ensure foods are clearly and helpfully labelled.
- k) Ensure that the food provided in care, education and workplace settings that are Council-run, commissioned, monitored or registered meets the nutritional and individual needs of users and is socially and culturally suitable.<sup>80</sup>

## **6. Promote food production systems which protect and enhance the environment.**

- a) Increase the availability of food produced from environmentally sustainable methods, particularly from local and regional sources.
- b) Promote the growing and consumption of locally grown seasonal produce.
- c) Provide information about the impact of different food production systems on the environment for local food growers.<sup>81</sup>
- d) Promote organic growing and farming practices among food producers in allotments, gardens and public spaces.<sup>82</sup>
- e) Encourage farms to further develop environmentally sustainable practices.

## **7. Encourage the development of a vibrant local food economy, expand local food production and create opportunities for District residents to access locally produced food.**

- a) Support local food producers and food processors across the District.
- b) Support the contribution of the local food system to economic prosperity.<sup>83</sup>
- c) Raise the profile of locally produced food for local residents and visitors across the District.
- d) Increase opportunities for purchasing and consuming locally produced food.

## **8. Further develop and implement the procurement policies linked to public sector catering in Bradford District, including our schools, hospitals and social care arrangements, to (a) prioritise the use of locally produced and seasonal foods, (b) ensure that the food products chosen meet the health needs of users, and (c) support ethical purchasing considerations such as environmental sustainability, animal welfare and fair trading.**

- a) Develop the community leadership role of Bradford Council in this area in order to inspire good practice elsewhere.
- b) Increase the use of local produce in public sector catering across the District.<sup>84</sup>

- c) Increase the amount of freshly prepared food used in public sector catering across the District.
- d) Increase the amount of seasonal food used in public sector catering across the District.
- e) Encourage the consumption of healthy, varied, nutritious and culturally and socially suitable food in public sector catering across the District.
- f) Encourage purchasing policies which favour ethical purchasing, such as environmental sustainability, animal welfare and fair trading (including Fairtrade).<sup>85</sup>
- g) Ensure, wherever appropriate, compliance with Bradford Council's policies on Fairtrade, Genetically Modified Foods and GM ingredients, additives and preservatives, trans fats and Halal food.
- h) Ensure that public sector food procurement takes account of the varied diets present among Bradford's communities.
- i) Ensure that the food provided in the care, education and workplace settings that are Council run, commissioned, monitored or registered meets the nutritional and individual needs of users and is socially and cultural suitable.<sup>86</sup>

**9. Reduce, reuse and recycle waste generated by the food system and capture, process and reuse organic resources to produce quality soil improvers and renewable energy for the District.**

- a) Reduce the packaging and food waste generated by the food system, and increase reuse and recycling rates in the public, private and community sectors across the Bradford locality.<sup>87</sup>
- b) Ensure that actions initiated under the aegis of this food strategy link into and support Bradford Council's municipal waste management policies.<sup>88</sup>
- c) Increase the amount of local composting and anaerobic digestion of organic waste in all sectors (household, community and business) across the District.
- d) Develop a local network to improve access to high quality soil improvers for local food growers in allotments, public parks and private residences.

**10. Enhance the community leadership role of Bradford Council in this area of policy in ways that also promote public participation and accountability.**

- a) Be accountable to - and committed to the participation of - all sectors of our communities across Bradford District.<sup>89</sup>
- b) Celebrate the social and cultural diversity of the District and the importance of food in the life of our communities.<sup>90</sup>



## 6. References

<sup>1</sup> This Food Strategy therefore builds on the vision and aims of the Bradford District Food Charter. A summary of the food charter can be found on page 6 of the Bradford District Food Strategy, Draft, Hobbiss *et al*, Bradford District Food Network, 2003: the link to this document can be found at <http://www.foodvision.gov.uk/pages/bradford-district-food-strategy>.

<sup>2</sup> Friends of the Earth published a thoroughly researched briefing paper in August 2000 specifically in relation to farmers' markets as a locus for local food networking. It summarises the economic benefits of this kind of local food network for the local economy, and it can reasonably be assumed therefore that economic benefits will also be derived from other similar forms of local food networking ('The Economic Benefits of Farmers' Markets', Friends of the Earth, August 2000): [http://www.foe.co.uk/resource/briefings/farmers\\_markets.pdf](http://www.foe.co.uk/resource/briefings/farmers_markets.pdf).

<sup>3</sup> It is worth emphasising at the outset that there is no universally agreed definition of 'local food'. A report by DEFRA's Working Group on Local Food in 2003 stated that "the most widely accepted definition is that used by farmers' markets to identify producers who are entitled to sell there. This can be summarised as: food produced, processed, traded and sold within a defined geographic radius, often 30 miles" ('Local Food: a Snapshot of the Sector', Report of the Working Group on Local Food, DEFRA, March 2003, p.iii):

<http://www.defra.gov.uk/foodfarm/food/industry/regional/pdf/local-foods-report.pdf>. In fact, pages 9-14 of the report outline a wide variety of perspectives relating to the concept of 'local food'. These include the definitions used by farmers markets, the definitions used in county and other geographic schemes, the definitions used by other stakeholders such as the Farm Retail Association, Sustain and the Soil Association, and the definitions used by supermarkets and other retailers. The Welsh Assembly's 2009 action plan for sourcing food and drink states the following: "There is no universally agreed definition of local sourcing or the geographical limits to which it relates. Various organisations apply different criteria depending on their particular business goals and priorities. Amongst multiple retailers Waitrose specifies local as within a 30 mile radius, whilst Tesco tends to equate 'local' with 'regional' and so all Welsh products regardless of where they are produced or processed are regarded as local to Tesco's Welsh stores. Even farmers' markets have no agreed definition, although the most commonly used is food and drink from within a 30 mile radius. A recent Food Standards Agency survey of consumers found that 40% of those interviewed regarded local food as that which is produced within a 10 mile radius, although this is contradicted by IGD research which found that 63% of consumers used the definition of 30 miles" ('Local Sourcing Action Plan: Food and Drink for Wales', Welsh Assembly Government, 2009, pp.3-4):

<http://www.walesthetruetaste.co.uk/userResources/Local%20Sourcing%20Action%20Plan.pdf>.

<sup>4</sup> The inter-dependent links between local food growing, individual well being and health, quality of life, environmental sustainability and social cohesion are all very well illustrated in the diagram labelled 'The Value of Allotments', developed in 2010 by the Allotments Working Group chaired by Cllr Hawarun Hussain as part of a detailed scrutiny of Bradford Council's Allotments Service ('Scrutiny of the Allotments Service', Draft Report of the Allotments Working Group, Regeneration and Economy Overview and Scrutiny Committee, Bradford Council, September 2010, p.6):

[http://councilminutes.bradford.gov.uk/wps/portal/lut/p/kcxml/04\\_Sj9SPykssy0xPLMnMz0vM0Y\\_QjzKLN4i3CPMASYG\\_Yxqb6kWhCjggRX4\\_83FSgeKQ5UMDS2VQ\\_RD9I31s\\_QL8gNzSi3DjdEQDQ67pX/delta/base64xml/L0IDVE83b0pKN3VhQ\\_1NTZ3BSQSEhL29Cb2dBRUIRaENFTVloQ0dJUUITaktNNWhBRUFvQSEhLzRCMWljb25RVndHeE9VVG9LNzIzT0libUVBISeV\\_N18wXzIDNS9kb2MvNTY0Mw!!#7\\_0\\_9C5](http://councilminutes.bradford.gov.uk/wps/portal/lut/p/kcxml/04_Sj9SPykssy0xPLMnMz0vM0Y_QjzKLN4i3CPMASYG_Yxqb6kWhCjggRX4_83FSgeKQ5UMDS2VQ_RD9I31s_QL8gNzSi3DjdEQDQ67pX/delta/base64xml/L0IDVE83b0pKN3VhQ_1NTZ3BSQSEhL29Cb2dBRUIRaENFTVloQ0dJUUITaktNNWhBRUFvQSEhLzRCMWljb25RVndHeE9VVG9LNzIzT0libUVBISeV_N18wXzIDNS9kb2MvNTY0Mw!!#7_0_9C5). These linkages between agriculture's different roles and functions are also illustrated in the UN's IAASTD report on agriculture published in 2009 ('Agriculture at a Crossroads', International Assessment of Agricultural Knowledge, Science and Technology for Development Synthesis Report, Beverley D. McIntyre *et al* Eds, p.19):

[http://www.agassessment.org/reports/IAASTD/EN/Agriculture%20at%20a%20Crossroads\\_Synthesis%20Report%20\(English\).pdf](http://www.agassessment.org/reports/IAASTD/EN/Agriculture%20at%20a%20Crossroads_Synthesis%20Report%20(English).pdf). Lastly, the UK government has also provided a valuable schematic showing these kind of links ('Food 2030', DEFRA, January 2010, p.61): <http://www.defra.gov.uk/foodfarm/food/pdf/food2030strategy.pdf>.

<sup>5</sup> The Food Climate Research Network estimates that 20-30% of the UK's greenhouse gas emissions is related to the food and drink we consume ('How Low Can We Go? An assessment of greenhouse gas emissions from the UK food system and the scope for reduction by 2050', Eric Audsley *et al*, January 2010, p.2):

[http://www.fcrn.org.uk/fcrnPublications/publications/PDFs/howlow/WWF\\_How\\_Low\\_Report.pdf](http://www.fcrn.org.uk/fcrnPublications/publications/PDFs/howlow/WWF_How_Low_Report.pdf).

<sup>6</sup> It is obviously crucial to define the concept of sustainability in relation to food growing and networking. In a broader context, the most widely used definition of sustainable development probably remains that articulated by the 'Brundtland Report' of 1987, specifically: "sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" ('Our Common Future', United Nations World Commission on Environment and Development, 1987: <http://www.un-documents.net/ocf-02.htm>). DEFRA's definition of sustainable development is as follows "The goal of sustainable development is to

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ensure that all people throughout the world are able to satisfy their basic needs, while making sure future generations can also look forward to the same quality of life” (<http://ww2.defra.gov.uk/environment/economy/sustainable/>).

More narrowly in relation to food, the Manchester-based not-for-profit social enterprise ‘Kindling Trust’ has developed a principled definition of ‘Sustainable Food’ that is shared by this Food Strategy and incorporates the following eight key considerations: (1) local and seasonal produce; (2) organic; (3) reducing foods of animal origin and maximising animal welfare standards; (4) excluding fish species identified as at risk; (5) fairtrade certification; (6) promoting health and well being; (7) food democracy; and (8) reduction of waste and packaging (<http://www.kindling.org.uk/sustainable-food-definition>).

<sup>7</sup> Bradford has had an organised Food Network for over a decade and a District Food Charter since 2001. A number of local third sector organisations, including the Bradford Community Environment Project (BCEP) and the Bradford Environmental Education Service (BEES) have also worked closely with local community groups and schools to develop sustainable food projects. By way of illustration, BCEP’s annual open days at the Scotchman Road allotments attract around 250 children and 30 adults (‘Scrutiny of the Allotments Service’, Draft Report of the Allotments Working Group, Regeneration and Economy Overview and Scrutiny Committee, Bradford Council, September 2010, p.15):

[http://councilminutes.bradford.gov.uk/wps/portal/!ut/p/kcxml/04\\_Sj9SPykssy0xPLMnMz0vM0Y\\_QjzKLN4i3CPMASYG\\_Yxqb6kWhCjggRX4\\_83FSgeKQ5UMDS2VQ\\_RD9I31s\\_QL8gNzSi3DjdEQDQ67pX/delta/base64xml/L0IDVE83b0pKN3VhQ\\_1NTZ3BSQSEhL29Cb2dBRUIRaENFTVloQ0dJUUITaktNNWhBRUFvQSEhLzRCMWlj25RVndHeE9VVG9LNzlzT0libUVBISevN18wXzIDNS9kb2MvNTY0Mw!!#7\\_0\\_9C5](http://councilminutes.bradford.gov.uk/wps/portal/!ut/p/kcxml/04_Sj9SPykssy0xPLMnMz0vM0Y_QjzKLN4i3CPMASYG_Yxqb6kWhCjggRX4_83FSgeKQ5UMDS2VQ_RD9I31s_QL8gNzSi3DjdEQDQ67pX/delta/base64xml/L0IDVE83b0pKN3VhQ_1NTZ3BSQSEhL29Cb2dBRUIRaENFTVloQ0dJUUITaktNNWhBRUFvQSEhLzRCMWlj25RVndHeE9VVG9LNzlzT0libUVBISevN18wXzIDNS9kb2MvNTY0Mw!!#7_0_9C5). Over 700 people attended the ‘Apple Day’ organised by the Bradford Environmental Education Service in late 2010 (Bradford Environment Forum Meeting Minutes, Tuesday 30<sup>th</sup> November 2010). Moreover, the number of residents who are waiting to take on allotments in the District has also grown; by 2009, 1273 people were registered on Bradford Council’s waiting list for an allotment (‘Scrutiny of the Allotments Service’, Draft Report of the Allotments Working Group, Regeneration and Economy Overview and Scrutiny Committee, Bradford Council, September 2010, p.8):

[http://councilminutes.bradford.gov.uk/wps/portal/!ut/p/kcxml/04\\_Sj9SPykssy0xPLMnMz0vM0Y\\_QjzKLN4i3CPMASYG\\_Yxqb6kWhCjggRX4\\_83FSgeKQ5UMDS2VQ\\_RD9I31s\\_QL8gNzSi3DjdEQDQ67pX/delta/base64xml/L0IDVE83b0pKN3VhQ\\_1NTZ3BSQSEhL29Cb2dBRUIRaENFTVloQ0dJUUITaktNNWhBRUFvQSEhLzRCMWlj25RVndHeE9VVG9LNzlzT0libUVBISevN18wXzIDNS9kb2MvNTY0Mw!!#7\\_0\\_9C5](http://councilminutes.bradford.gov.uk/wps/portal/!ut/p/kcxml/04_Sj9SPykssy0xPLMnMz0vM0Y_QjzKLN4i3CPMASYG_Yxqb6kWhCjggRX4_83FSgeKQ5UMDS2VQ_RD9I31s_QL8gNzSi3DjdEQDQ67pX/delta/base64xml/L0IDVE83b0pKN3VhQ_1NTZ3BSQSEhL29Cb2dBRUIRaENFTVloQ0dJUUITaktNNWhBRUFvQSEhLzRCMWlj25RVndHeE9VVG9LNzlzT0libUVBISevN18wXzIDNS9kb2MvNTY0Mw!!#7_0_9C5).

<sup>8</sup> Bradford-specific data is not available. Nonetheless, DEFRA cites research undertaken by the Institute of Grocery Distribution in 2002 which revealed that 59% of consumers were “quite to extremely interested in buying local food”, and there is no reason to suspect that Bradford consumers did not share these views at the time or, indeed, have radically changed their minds in the intervening period (‘Local Food: a Snapshot of the Sector’, Report of the Working Group on Local Food, DEFRA, March 2003, p.14):

<http://www.defra.gov.uk/foodfarm/food/industry/regional/pdf/local-foods-report.pdf>.

<sup>9</sup> According to the National Obesity Observatory (NOO), the prevalence of obesity among adults rose from 15% in 1993 to 24.5% in 2008 (NOO data briefing, Adult Weight, NHS, March 2010, p.1):

[http://www.noo.org.uk/uploads/doc/vid\\_6087\\_noo\\_DB\\_AdultWtStatus1\\_110510.pdf](http://www.noo.org.uk/uploads/doc/vid_6087_noo_DB_AdultWtStatus1_110510.pdf). In Bradford, approximately one fifth (88,000) of the adult population are obese with a BMI greater than 30. A further third (137,000) are overweight with a Body Mass Index (BMI) of 25-30. The NHS service costs attributable to overweight and obesity are projected to double to £10 billion per year by 2050, equating to roughly £80 million for Bradford and Airedale. The wider costs to society and business are estimated to reach £49.9 billion per year, equating to roughly £400 million for Bradford and Airedale. (Bradford Joint Strategic Needs Assessment, ‘Section 4.1.7., Childhood Obesity in Bradford District’, November 2010:

<http://www.observatory.bradford.nhs.uk/Documents/4.1.7%20%20Childhood%20obesity%20in%20Bradford%20district%202010%20WEB2.pdf>).

<sup>10</sup> See, for example, ‘Nutrition and Performance in Children’, Fanjiang G and Kleinman RE, Current Opinion in Clinical Nutrition and Metabolic Care, Vol.10, Issue 3, May 2007, pp.342-347: [http://journals.lww.com/co-clinicalnutrition/Abstract/2007/05000/Nutrition\\_and\\_performance\\_in\\_children.14.aspx](http://journals.lww.com/co-clinicalnutrition/Abstract/2007/05000/Nutrition_and_performance_in_children.14.aspx).

<sup>11</sup> ‘Food Statistics Pocketbook 2010’, DEFRA, p.65:

<http://www.defra.gov.uk/evidence/statistics/foodfarm/food/pocketstats/documents/foodpocketbook2010.pdf>.

<sup>12</sup> In 2002, according to Friends of the Earth, the Environment Agency estimated that intensive farming costs the UK £500 million each year because of water pollution, soil erosion and the resulting flood damage (Factsheet on ‘Food and Farming’, Friends of the Earth, June 2004, p.2): [http://www.foe.co.uk/resource/factsheets/food\\_farming.pdf](http://www.foe.co.uk/resource/factsheets/food_farming.pdf). In 2007, Friends of the Earth also estimated that modern agriculture accounted for around a third of the EU’s greenhouse gas emissions: [http://www.foe.co.uk/resource/briefings/food\\_climate\\_change.pdf](http://www.foe.co.uk/resource/briefings/food_climate_change.pdf).

<sup>13</sup> ‘Food Security and the UK: An Evidence and Analysis Paper’, Food Chain Analysis Group, DEFRA, December 2006, p.36): <http://www.defra.gov.uk/evidence/economics/foodfarm/reports/documents/foodsecurity.pdf>. In 2008, according to DEFRA, the UK’s food deficit totalled £18.4 Billion: <http://ww2.defra.gov.uk/food-farm/food/>

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<sup>14</sup> DEFRA state the following: “In an energy and oil dependent economy, threats to domestic energy security, in particular fuel supplies, are likely to have adverse impacts on domestic food security, both through supply disruptions, and for lower income groups, through reduced affordability for nutritious food” (‘Food Security and the UK: An Evidence and Analysis Paper’, Food Chain Analysis Group DEFRA, December 2006, p.v):

<http://www.defra.gov.uk/evidence/economics/foodfarm/reports/documents/foodsecurity.pdf>.

<sup>15</sup> One recent illustration of the benefits of ‘invest to save’ in the area of food policy was the winner of the Waste Management Award at the Government Business Awards ceremony in Twickenham in February 2011. Newcastle-Under-Lyme Borough Council won the award by collecting enough food waste to power 1,300 homes in its region: <http://gbawards.governmentbusiness.co.uk/>. It is also worth noting that Bradford has already undertaken pioneering work in locally sourcing food for schools in ways that save money and improve quality at the same time (‘Double Dividend: Promoting Good Nutrition and Sustainable Consumption Through Healthy School Meals’, Pearce *et al*, Soil Association, 2005, pp.51-55):

<http://www.soilassociation.org/LinkClick.aspx?fileticket=WwMQEFXKCOQ%3d&tabid=388>. A third example of a profitable ‘invest to save’ initiative has been the award-winning annual diversion of 500 tonnes of food waste and 150 tonnes of cardboard waste from landfill by Bradford Council’s St James wholesale market in recent years. This has reduced the market’s annual waste disposal bill by £25,000 and generated another £16,000 of new income from recycling: <http://www.yorkshirefutures.com/what-works/st-james-wholesale-market-case-study>.

<sup>16</sup> These services include provision for young people and vulnerable groups via schools, early years care, looked after children, home care, care homes, as well as the catering that is provided in leisure centres, theatres and Council workplaces.

<sup>17</sup> See, for example, Sections 4.7 and 4.8 on page 53 of the White paper, where the paper states that local authorities like Bradford will be under a new duty to “take steps to improve the health of their population” in addition to their existing statutory responsibilities:

[http://www.dh.gov.uk/prod\\_consum\\_dh/groups/dh\\_digitalassets/@dh/@en/@ps/documents/digitalasset/dh\\_122347.pdf](http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/@ps/documents/digitalasset/dh_122347.pdf).

<sup>18</sup> According to Morrisons, the company’s ‘Let’s Grow’ campaign delivered 100,000 packets of seeds, 10,500 bags of compost and 600 wormeries in 2009 alone: <http://www.morrisons.co.uk/Corporate/Corporate-Social-Responsibility/Society/Being-neighbourly/>.

<sup>19</sup> <http://ww2.defra.gov.uk/food-farm/food/>

<sup>20</sup> [http://www.investinbradford.com/business-bradford/bradford-business-sectors/Food\\_and\\_drink\\_in\\_Bradford/](http://www.investinbradford.com/business-bradford/bradford-business-sectors/Food_and_drink_in_Bradford/).

<sup>21</sup> [http://www.investinbradford.com/business-bradford/bradford-business-sectors/Food\\_and\\_drink\\_in\\_Bradford/](http://www.investinbradford.com/business-bradford/bradford-business-sectors/Food_and_drink_in_Bradford/).

<sup>22</sup> [http://www.investinbradford.com/business-bradford/bradford-business-sectors/Food\\_and\\_drink\\_in\\_Bradford/Facts+and+Figures](http://www.investinbradford.com/business-bradford/bradford-business-sectors/Food_and_drink_in_Bradford/Facts+and+Figures).

<sup>23</sup> The Bradford District Community Strategy 2002-2007 noted that tourism was worth over £408 million to the Bradford economy almost a decade ago (‘Delivering the Vision 2002-2007: The Bradford District Community Strategy, p.15): [http://www.bradford2020.com/strategies/community\\_strategy0207.pdf](http://www.bradford2020.com/strategies/community_strategy0207.pdf). By 2009, the Comprehensive Area Assessment estimated that the value of tourism for the District had risen to over £500 million: <http://oneplace.audit-commission.gov.uk/infobyarea/region/area/areaassessment/pages/localpriority.aspx?region=56&area=316&priority=4438>.

<sup>24</sup> ‘Food Statistics Pocketbook 2010’, DEFRA, p.35:

<http://www.defra.gov.uk/evidence/statistics/foodfarm/food/pocketstats/documents/foodpocketbook2010.pdf>.

<sup>25</sup> ‘Food 2030’, DEFRA, January 2010, p.7: <http://www.defra.gov.uk/foodfarm/food/pdf/food2030strategy.pdf>.

<sup>26</sup> This contribution would be the focus of the action planning arising from the adoption of this food strategy by Bradford Council, and would of course be subject to the Council’s resource constraints; but it could include developing more sustainable ways of minimising and managing food waste, enabling more residents to grow more of their food, developing more food growing projects via the District’s schools, devolving responsibility for some or all of the Council’s allotments to community organisations, and working with local food retailers to adopt more sustainable working practices in the District.

<sup>27</sup> ‘Spade to Spoon, Making the Connections. A Food Strategy and Action Plan for Brighton and Hove’, Summer 2006, Brighton and Hove Food Partnership, p.6: <http://www.bhfood.org.uk/pdfs/SpadeToSpoon.pdf>.

<sup>28</sup> Here, it is worth noting that the Council’s wholesale food market on Wakefield Road already has an annual turnover of approximately £50 million and is accessed by around 600 retailers (oral feedback from a member of the Food Strategy Working Group). In addition, of course, the Council also manages hundreds of allotment sites and is responsible for large tracts of open and recreational space across the District.

<sup>29</sup> Sustain is an organisation dedicated to promoting better food and farming and is funded by the British Heart Foundation: [http://www.sustainweb.org/childrensfoodcampaign/childrens\\_diet\\_crisis/#1](http://www.sustainweb.org/childrensfoodcampaign/childrens_diet_crisis/#1). See also [http://www.statistics.gov.uk/ssd/surveys/national\\_diet\\_nutrition\\_survey\\_children.asp](http://www.statistics.gov.uk/ssd/surveys/national_diet_nutrition_survey_children.asp).

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<sup>30</sup> [http://www.sustainweb.org/childrensfoodcampaign/childrens\\_diet\\_crisis/#1](http://www.sustainweb.org/childrensfoodcampaign/childrens_diet_crisis/#1).

<sup>31</sup> The 'Food for Life Partnership' is a third sector coalition of food and health promotion charities, including the Soil Association, which is working to transform school meals and food culture in the UK. The partnership published a ground-breaking report in 2010 entitled 'Return of the Turkey Twizzler, How Cost Cuts Threaten the School Revolution': <http://www.soilassociation.org/LinkClick.aspx?fileticket=iaF1ApB68wc%3d&tabid=313>.

<sup>32</sup> 'National Healthy Schools Status: A Guide for Schools', Department of Health, 2005: <http://www.salisbury.anglican.org/resources-library/schools/schools-every-child-matters/be-healthy>.

<sup>33</sup> 'Term Times', Issue 9, Education Bradford, Spring 2010: <http://www.educationbradford.com/NR/rdoonlyres/ec5qrql2nvbimjnmqnk34gw6lisqsss62ddg465nz3o6ox6c72qzirhizn3doerfxb6yukusuyim4f/FinalversionTT9PDF.pdf>. The 99% achievement quoted is based on information provided to the food strategy working group by Education Bradford.

<sup>34</sup> In 2005, 22,500 children were estimated to be living in workless households in Bradford, representing over 16% of all Bradford households with dependent children (compared to under 12% nationally ('Worklessness in Bradford', Aitken *et al*, Bradford Council, 2006, p.29): <http://www.bradford.gov.uk/NR/rdoonlyres/49ADC9D4-B400-459E-8F8F-4607ABB76A21/0/1WorklessnessinBradford.pdf>.

<sup>35</sup> Bradford District's Draft Local Economic Assessment graphically highlights the relative poverty of many people living in the District, the relatively high levels of worklessness, and the relatively poor educational attainment of Bradford's children compared to average attainment in the Yorkshire and Humber region and nationally; and cites research which shows that "poverty is a barrier to educational success" (Bradford District Draft Local Economic Assessment, Bradford Council, September 2010, p.10):

<http://www.investinbradford.com/Resources/Invest%20In%20Bradford/Bradford%20Economy/Documents/LEA%20Summary%20Document%20-%20Draft%20-%2027%20Sept%202010.pdf>.

<sup>36</sup> 'Double Dividend: Promoting Good Nutrition and Sustainable Consumption Through Healthy School Meals', Pearce *et al*, Soil Association, 2005, pp.51-55:

<http://www.soilassociation.org/LinkClick.aspx?fileticket=WwMQEFXKCOQ%3d&tabid=388>.

<sup>37</sup> 'Return of the Turkey Twizzler, How Cost Cuts Threaten the School Revolution', Food for Life Partnership, 2010, p.3: <http://www.soilassociation.org/LinkClick.aspx?fileticket=iaF1ApB68wc%3d&tabid=313>.

<sup>38</sup> 'Nutrition and Food Poverty: a Toolkit', Dr Vivienne Press, National Heart Forum and Faculty of Public Health, 2004 ('Section B: Why consider what people eat?'), p.64: [http://www.fph.org.uk/uploads/section\\_b.pdf](http://www.fph.org.uk/uploads/section_b.pdf).

<sup>39</sup> DEFRA rightly point out that food security in a country like the UK is "multi-faceted and complex", and identify the following common themes associated with most definitions of food security: "access of consumers to affordable, nutritional and safe food; resilience of the food system to significant disruptions, and public confidence in that system" ('Food Security and the UK: An Evidence and Analysis Paper', Food Chain Analysis Group DEFRA, December 2006, p.ii):

<http://www.defra.gov.uk/evidence/economics/foodfarm/reports/documents/foodsecurity.pdf>. According to the Soil Association, the UN's Food and Agriculture Association states that "Food security exists when all people, at all times, have access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life" ('An Inconvenient Truth about Food – Neither Secure nor Resilient', Robin Maynard, Soil Association, 2009, p.4): <http://www.soilassociation.org/LinkClick.aspx?fileticket=EttWlupviYA%3D&tabid=387>.

<sup>40</sup> 'UK Food Security Assessment: Our Approach', DEFRA 2009, p.18:

<http://www.defra.gov.uk/foodfarm/food/pdf/food-assess-approach-0908.pdf>.

<sup>41</sup> 'Food 2030', DEFRA, January 2010, p.75: <http://www.defra.gov.uk/foodfarm/food/pdf/food2030strategy.pdf>.

<sup>42</sup> Bradford Council's 'Scores on the Doors' initiative has been an excellent illustration of this expertise in local food quality assurance. For example, its website showing the food hygiene ratings of outlets selling 'ready to eat' food was accessed over 500,000 times in the eight months following its launch in June 2007 (Community Pride, Bradford Council, Issue 2, March 2008, p.4: <http://www.bradford.gov.uk/NR/rdoonlyres/B1921D08-997C-45F0-B3A8-BE9B898E7CD0/0/commpride0802mar.pdf>).

<sup>43</sup> A 'Food Hub' may be defined as "an intermediary led by the vision of one or a small number of individuals which by pooling together producers or consumers adds value to the exchange of goods and promotes the development of a local supply chain. This added value may be gained through economies of scale, social value, educational work or services. In other words, the pure function of distribution is only one element of the hub and the distribution function may be contracted out to a third party. The hub may also provide a means for public sector services to reach disadvantaged communities, provide a space for innovation and act as a focal point for developing a political agenda around an alternative food system" ('An investigation into the workings of small scale food hubs', Horrell *et al*, Sustain: the alliance for better food and farming, 2009, p.2): [http://www.sustainweb.org/pdf/mlfw\\_hubs\\_research\\_summary.pdf](http://www.sustainweb.org/pdf/mlfw_hubs_research_summary.pdf).

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<sup>44</sup> The ground-breaking Horton Community Farm initiative currently being developed in Bradford will provide “a hub/focal point for additional community activities and ventures such as composting, mentoring for food growing and tool use, gardening skills, healthy eating, a resource for education (school, youth and community groups) and volunteer opportunities” (<http://www.hcf.org.uk/>). See also the experience of the OrganicLea food growing cooperative in Walthamstowe. This initiative has enabled local allotment holders to distribute their surplus produce locally. The social and environmental benefits that have accrued include: (a) developing confidence among growers about the value of their produce and that they will get a fair price for what they grow; (b) providing support and advice for growers about growing food sustainably; (c) providing “ultra-local” food for local residents in a way that encourages them to grow more of their own food for themselves; and supplying a diverse range of crops for ‘ethnic cooking’ that is either unavailable to buy or expensive at other outlets (‘Building a Sustainable Community Food Hub: Distribution of Surplus from Allotments’, Sustain: the alliance for better food and farming, 2009, pp.2-4): [http://www.sustainweb.org/pdf/Building\\_Sustainable\\_Community\\_Food\\_Hub.pdf](http://www.sustainweb.org/pdf/Building_Sustainable_Community_Food_Hub.pdf).

<sup>45</sup> ‘Food 2030’, DEFRA, January 2010, p.11: <http://www.defra.gov.uk/foodfarm/food/pdf/food2030strategy.pdf>.

<sup>46</sup> Bradford Joint Strategic Needs Assessment, Section 4.1.10., ‘Oral Health of Children in Bradford District’, November 2010: <http://www.observatory.bradford.nhs.uk/Documents/4.1.10%20Oral%20health%20of%20children%20in%20Bradford%20district%202010.pdf>.

<sup>47</sup> ‘Health Profile, Bradford’, 28 July 2010, Association of Public Health Observatories, p.4: the link to this data can be accessed via the Association of Public Health Observatories’ website: <http://www.apho.org.uk/resource/view.aspx?RID=50215&SEARCH=Bradford>.

<sup>48</sup> ‘Bradford and Airedale Health and Lifestyle Survey 2007/2008’, Marshall *et al*, NHS Bradford and Airedale, p.9: [http://www.observatory.bradford.nhs.uk/Docs/Documents/Lifestyle%20Surveys/Bradford%20Lifestyle%20Survey%202007\\_2008.pdf](http://www.observatory.bradford.nhs.uk/Docs/Documents/Lifestyle%20Surveys/Bradford%20Lifestyle%20Survey%202007_2008.pdf).

<sup>49</sup> Bradford District Food Strategy, Draft, Hobbiss *et al*, Bradford District Food Network, 2003, p.7: the link to this document can be found at <http://www.foodvision.gov.uk/pages/bradford-district-food-strategy>.

<sup>50</sup> [http://news.bbc.co.uk/local/bradford/hi/people\\_and\\_places/arts\\_and\\_culture/newsid\\_8732000/8732550.stm](http://news.bbc.co.uk/local/bradford/hi/people_and_places/arts_and_culture/newsid_8732000/8732550.stm).

<sup>51</sup> For a full list of BCEP programmes, visit <http://www.bcep.org.uk/Programmes>.

<sup>52</sup> Café West has offered healthy cooking opportunities, primarily in conjunction with local primary schools. A fruit and vegetable growing programme has also been developed with St Matthews primary school, and this is currently being extended to other local schools and to Dixons Allerton Academy (Review of the Development of ‘Café West’, David Barrett, November 2010, submitted to the Food Strategy Working Group).

<sup>53</sup> ‘Food 2030’, DEFRA, January 2010, p.44: <http://www.defra.gov.uk/foodfarm/food/pdf/food2030strategy.pdf>.

<sup>54</sup> ‘Food 2030’, DEFRA, January 2010, p.54: <http://www.defra.gov.uk/foodfarm/food/pdf/food2030strategy.pdf>.

<sup>55</sup> ‘Household food and drink waste in the UK’, Quedest and Johnson, Waste and Resources Action Programme (WRAP), November 2009, p.5: [http://www.wrap.org.uk/downloads/Household\\_food\\_and\\_drink\\_waste\\_in\\_the\\_UK\\_-\\_report.1703bf22.8048.pdf](http://www.wrap.org.uk/downloads/Household_food_and_drink_waste_in_the_UK_-_report.1703bf22.8048.pdf).

<sup>56</sup> According to the Municipal Waste Strategy approved by Bradford Council’s Executive Committee in October 2005, 38.6% of kerbside waste collected at that time was defined as ‘putrescibles’. It is reasonable to assume that nearly all of this is food waste (Municipal Waste Strategy, Richard Wixey, Director of Environmental Services, REPORTS\RL-0306\MDP, approved by the Executive Committee, 17 October 2005, p.5). The strategy can be accessed via a link at the bottom of the following Bradford Observatory webpage (via the ‘Supporting Documents’ tab): <http://www.bradfordobservatory.com/strategies.cfm>.

<sup>57</sup> It is worth stressing that the ‘localisation’ of Bradford’s Education Contract Services food procurement practices over the past decade has cut costs AND delivered measurable carbon savings and cut packaging (‘Double Dividend: Promoting Good Nutrition and Sustainable Consumption Through Healthy School Meals’, Pearce *et al*, Soil Association, 2005, pp.54-55): <http://www.soilassociation.org/LinkClick.aspx?fileticket=WwMQEFXKCOQ%3d&tabid=388>.

<sup>58</sup> ‘Food Statistics Pocketbook 2010’, DEFRA, p.33:

<http://www.defra.gov.uk/evidence/statistics/foodfarm/food/pocketstats/documents/foodpocketbook2010.pdf>.

<sup>59</sup> ‘The State of Food Insecurity in the World, 2006’, UN Food and Agriculture Organisation, 2006, p.8: <ftp://ftp.fao.org/docrep/fao/009/a0750e/a0750e00.pdf>.

<sup>60</sup> See, for example, the recent recommendations of Bradford Council’s Allotments Working Group (‘Scrutiny of the Allotments Service’, Draft Report of the Allotments Working Group, Regeneration and Economy Overview and Scrutiny Committee, Bradford Council, September 2010, pp.9-14):

[http://councilminutes.bradford.gov.uk/wps/portal/!ut/p/kcxml/04\\_Sj9SPyKssy0xPLMnMz0vM0Y\\_QjzKLN4i3CPMASYG\\_Yxqb6kWhCiggRX4\\_83FSgeKQ5UMDS2VQ\\_RD9I31s\\_QL8gNzSi3DjdEQDQ67pX/delta/base64xml/L0IDVE83b0pKN3VhQ\\_1NTZ3BSQSEhL29Cb2dBRUIRaENFTVloQ0dJUUITaktNNWhBRUFvQSEhLzRCMWljb25RvndHeE9VVG9LNzlzT0libUVBISeV\\_N18wXzIdNS9kb2MvNTY0Mw!!#7\\_0\\_9C5](http://councilminutes.bradford.gov.uk/wps/portal/!ut/p/kcxml/04_Sj9SPyKssy0xPLMnMz0vM0Y_QjzKLN4i3CPMASYG_Yxqb6kWhCiggRX4_83FSgeKQ5UMDS2VQ_RD9I31s_QL8gNzSi3DjdEQDQ67pX/delta/base64xml/L0IDVE83b0pKN3VhQ_1NTZ3BSQSEhL29Cb2dBRUIRaENFTVloQ0dJUUITaktNNWhBRUFvQSEhLzRCMWljb25RvndHeE9VVG9LNzlzT0libUVBISeV_N18wXzIdNS9kb2MvNTY0Mw!!#7_0_9C5).

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<sup>61</sup> For a useful summary of Bradford's relative deprivation, see the Executive Summary of 'A Health Equity Audit of Children and Young People', Middlemiss *et al*, Bradford and Airedale Teaching PCT, March 2009, p.10: document available via <http://bradford.limehouse.co.uk/portal/strategy/strategy?tab=files>.

<sup>62</sup> The Annual Report of the Joint Director of Public Health Bradford and Airedale 2007/08, Anita Sims, Bradford and Airedale Teaching Primary Care Trust, September 2008, p.17: <http://www.phn-bradford.nhs.uk/NR/rdonlyres/A4EE9710-DF4B-4800-A789-FCB99DAE15F6/0/FINALPublichealthannualreport260908.pdf>.

<sup>63</sup> The Annual Report of the Joint Director of Public Health Bradford and Airedale 2007/08, Anita Sims, Bradford and Airedale Teaching Primary Care Trust, September 2008, p.31: <http://www.phn-bradford.nhs.uk/NR/rdonlyres/A4EE9710-DF4B-4800-A789-FCB99DAE15F6/0/FINALPublichealthannualreport260908.pdf>.

<sup>64</sup> These kinds of disparities across the District have, literally, been mapped by the Bradford Observatory and are available online: <http://www.bradfordobservatory.com/mapping/mapping-thm-id-2007.cfm>.

<sup>65</sup> Bradford District Food Strategy, Draft, Hobbiss *et al*, Bradford District Food Network, 2003, p.9: the link to this document can be found at <http://www.foodvision.gov.uk/pages/bradford-district-food-strategy>.

<sup>66</sup> 'Food Statistics Pocketbook 2010', DEFRA, p.62: <http://www.defra.gov.uk/evidence/statistics/foodfarm/food/pocketstats/documents/foodpocketbook2010.pdf>.

<sup>67</sup> 'Food Statistics Pocketbook 2010', DEFRA, p.67: <http://www.defra.gov.uk/evidence/statistics/foodfarm/food/pocketstats/documents/foodpocketbook2010.pdf>.

<sup>68</sup> The development of Horton Community Farm on the site of the Cecil Avenue allotments is a textbook illustration of the social value of community supported agriculture in an inner-city setting. As well as the obvious environmental and health benefits of the project, the organisers expect that the farm will improve the locality for local people, making this residential area safer, cleaner and more visually appealing, and increase residents' sense of community ownership and responsibility for their neighbourhood. With on-site staff, the farm will also provide local people with employment and volunteering opportunities (<http://www.hcf.org.uk/>).

<sup>69</sup> Partnership working is regarded as critically important for dealing with problems in policy areas where "a variety of key skills and areas of expertise [are needed] that are unlikely to be represented within any single agency (Executive Summary of 'A Health Equity Audit of Children and Young People', Middlemiss *et al*, Bradford and Airedale Teaching PCT, March 2009, p.9): document available via <http://bradford.limehouse.co.uk/portal/strategy/strategy?tab=files>.

<sup>70</sup> According to the Environment Agency, sourcing food locally can reduce the food miles travelled by a traditional Sunday lunch from 24,000 miles (if bought at a supermarket using imported foods) to approximately 376 miles (if bought at a farmers' market). This figure is quite widely quoted online. See, for example, the Guardian article 'I'm dreaming of a green Christmas', Aida Edemariam, 14 November 2006: <http://www.guardian.co.uk/uk/2006/nov/14/christmas.ethicalliving>.

<sup>71</sup> Bradford Council endeavours to provide fairly traded tea, coffee, chocolate and bananas throughout its offices, and campaigns to ensure that Fairtrade products are available in cafes and catering establishments across the District: [http://www.bradford.gov.uk/bmdc/business\\_and\\_industry/fairtrade/council\\_ft\\_policy](http://www.bradford.gov.uk/bmdc/business_and_industry/fairtrade/council_ft_policy).

<sup>72</sup> A possible means of action linked to this objective could be the Food for Life Partnership, acting as a vehicle to pull projects together with the aim of all schools achieving the bronze level (<http://www.foodforlife.org.uk/>). School Health Plans can be another means of developing specific actions.

<sup>73</sup> A possible action might be to utilise Sikh temple kitchens and other suitable facilities across the faith communities and elsewhere.

<sup>74</sup> Possible actions in this context could include: (a) mapping facilities that can be accessed by the community; (b) 'baselining' current activities so that further progress can be plotted; and (c) making use of case studies of good practice and considering the use of mini videos if resources allow, and developing links with technology teaching in schools and colleges.

<sup>75</sup> Jeannie Smith's background paper submitted to the working group, entitled 'Update about the Food Network', 2010, provided a concise and valuable review of the current work of the Bradford Food Network.

<sup>76</sup> Action planning linked to this objective should ideally involve a wide range of policy and decision makers, including education, health, nutrition and catering professionals, practitioners and educators and the food production and retail industries.

<sup>77</sup> 'bactive, A Physical Activity and Sport Strategy for the Bradford District 2007-2012', Bradford Council, 2006: <http://www.bradford.gov.uk/NR/rdonlyres/4D644638-4584-4D4F-937A-D402C1B5C388/0/bactivestrategycopy.pdf>.

<sup>78</sup> Action planning here could include encouraging all food outlets to only offer salt on request as part of all A3 planning consents and the 'scores on the door' programme, and generally promoting awareness about the harmful effects of salt on health ([www.actionsalt.org.uk](http://www.actionsalt.org.uk)).

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<sup>79</sup> Action planning here could include measures to encourage the take up of school meals, consumption of fresh fruit and vegetables, and school milk.

<sup>80</sup> Linked to Objective 8i.

<sup>81</sup> An excellent local example of sustainable environmental practice in an educational context is provided by Nell Bank, voted Britain's best environmental project in 2008. Action planning linked to education and awareness-raising about organic food growing could utilise the experience and resources of this centre of excellence:

<http://www.nellbank.com/da/77878>.

<sup>82</sup> The Soil Association's definition of organic agriculture emphasises the protection of wildlife and the environment. Specifically: "pesticides are severely restricted – instead organic farmers develop nutrient-rich soil to grow strong healthy crops and encourage wildlife to help control pests and disease; artificial chemical fertilisers are prohibited – instead organic farmers develop a healthy, fertile soil by growing and rotating a mixture of crops using clover to fix nitrogen from the atmosphere; animal cruelty is prohibited and a truly free-range life for farm animals is guaranteed; the routine use of drugs, antibiotics and wormers is disallowed - instead the farmer will use preventative methods, like moving animals to fresh pasture and keeping smaller herd size; genetically modified (GM) crops and ingredients are banned under organic standards":

<http://www.soilassociation.org/Whyorganic/Whatisorganic/tabid/206/Default.aspx>.

<sup>83</sup> In terms of action planning, there may be opportunities here to engage with local businesses and food retailers to encourage the procurement of locally-grown, seasonal produce, building as well on existing initiatives in this area such as the Morrisons' 'Let's Grow' campaign mentioned earlier.

<sup>84</sup> As mentioned elsewhere, the pioneering work of Bradford's Education Contract Services provides a useful model of localising procurement ('Double Dividend: Promoting Good Nutrition and Sustainable Consumption Through Healthy School Meals', Pearce *et al*, Soil Association, 2005, pp.51-55):

<http://www.soilassociation.org/LinkClick.aspx?fileticket=WwMQEFXKCOQ%3d&tabid=388>.

<sup>85</sup> Bradford Council already has a Fairtrade policy, initiated in 2002. Action planning arising from this food strategy can also therefore link directly to the Fairtrade policy. A very useful scrutiny of the Council's Fairtrade arrangements was launched in 2006. This resulted in a report published in February 2007 that is available on the Council's website:

<http://www.bradford.gov.uk/NR/rdonlyres/E697F7E9-3AE3-4A04-925D-3261E991743B/0/ScrutinyofFairtradeacrosstheDistrict260207.pdf>.

<sup>86</sup> Linked to Objective 5k.

<sup>87</sup> Actions here could include publicising the 'Love Food Hate Waste' campaign

(<http://www.lovefoodhatewaste.com/>), practical initiatives to reuse waste food products as animal feed, and perhaps even encouraging and facilitating the wider use of biofuels where appropriate (the use of biofuels in local government transport fleets was suggested by the Yorkshire and Humber Assembly in 2008 – see 'The Status of Biofuels in Yorkshire and Humber: Summary', Yorkshire and Humber Assembly, Spring 2008, p.6:

<http://i.thisis.co.uk/274676/binaries/biofuels1.pdf>).

<sup>88</sup> Action to promote home composting is one example of a linkage in this area of policy, and is indeed specifically referred to on page 34 of Bradford Council's current Municipal Waste Management Strategy. The strategy can be accessed via a link at the bottom of the following Bradford Observatory webpage (via the 'Supporting Documents' tab): <http://www.bradfordobservatory.com/strategies.cfm>.

<sup>89</sup> Actions here could include enhancing the internet resources available to community groups and other projects to facilitate information-sharing and social networking in relation to, for example, food growing networks (see, for example, the award-winning Aberaeron Allotment Association website at <http://aberaeronallotments.org/>).

<sup>90</sup> Actions here could include facilitating more food and drink festivals and community food events (see, for example, details about the Haworth Fine Food Festival at [http://www.bradfordmarkets.com/events/event\\_detail.php?ID=56](http://www.bradfordmarkets.com/events/event_detail.php?ID=56)), or events to celebrate healthy eating. The way that Haworth Primary School schedules themed lunches to mark food-related events such as 'Fairtrade Day' and 'Vegetarian Day' is another example of good practice that could easily be rolled out across the District's 200+ schools at little or no extra cost:

<http://www.foodforlife.org.uk/Resources/Casestudies/Resourceview/tabid/110/ArticleId/294/Increasing-school-meal-take-up-in-a-primary-school.aspx>.