

Scrutiny Sub-Committee B

Wednesday September 2 2009
7pm
Southwark Town Hall

Membership

Councillor Richard Thomas (Chair)
Councillor Tayo Situ (Vice-Chair)
Councillor Columba Blango
Councillor Mark Glover
Councillor David Hubber
Councillor Jenny Jones
Councillor Andrew Pakes

Reserves

Councillor Anood Al-Samerai
Councillor Evrim Laws
Councillor Helen Jardine-Brown
Councillor Ian Wingfield

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Contact

Sally Masson on 020 7525 7224 or email: sally.masson@southwark.gov.uk
Webpage: scrutiny@southwark.gov.uk

Members of the committee are summoned to attend this meeting

Annie Shepperd

Chief Executive

Date: Monday August 24 2009



Scrutiny Sub-Committee B

Wednesday September 2 2009
7pm
Southwark Town Hall

Order of Business

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PART A - OPEN BUSINESS

1. APOLOGIES

2. NOTIFICATION OF ANY ITEMS OF BUSINESS WHICH THE CHAIR DEEMS URGENT

In special circumstances, an item of business may be added to an agenda within five clear working days of the meeting.

3. DISCLOSURE OF INTERESTS AND DISPENSATIONS

Members to declare any personal interests and dispensation in respect of any item of business to be considered at this meeting.

4. MINUTES

1 - 3

To approve as a correct record the minutes of July 1 2009

5. SOUTHWARK FOOD STRATEGY

4 - 57

Investigation into what the Southwark food strategy should look like.

6. EXECUTIVE MEMBER QUESTIONS

Members to discuss what questions they may wish to ask Councillor Kim Humphreys, Executive Member for Housing for the 13th October meeting.

DISCUSSION OF ANY OTHER OPEN ITEMS AS NOTIFIED AT THE START OF THE MEETING.

PART B - CLOSED BUSINESS

DISCUSSION OF ANY OTHER CLOSED ITEMS AS NOTIFIED AT THE

Item No.

Title

Page No.

**START OF THE MEETING AND ACCEPTED BY THE CHAIR AS
URGENT.**

Date: Monday August 24 2009



SCRUTINY SUB-COMMITTEE B

MINUTES of the meeting of SCRUTINY SUB-COMMITTEE B held on July 1st 2009 at 7:00PM at the Town Hall, Peckham Road, London SE5 8UB

**MEMBERS
PRESENT:**

Councillor Richard Thomas (Chair)
Councillor Tayo Situ (Vice-Chair)
Councillor Columba Blango
Councillor Jenny Jones
Councillor David Hubber

**OTHER MEMBERS
PRESENT:**

**OFFICERS
PRESENT:**

Debbie Gooch – Lawyer
Sally Masson – Scrutiny Project Manager

ALSO PRESENT:

APOLOGIES FOR ABSENCE

NOTIFICATION OF ANY OTHER ITEMS WHICH THE CHAIR DEEMS AS URGENT

There were none.

DISCLOSURE OF INTERESTS AND DISPENSATIONS

There were none.

Minutes

The minutes of the meeting held on the 26th March 2009 were agreed as a true and accurate record

ITEM 1: BUS SERVICES IN SOUTHWARK REPORT

RESOLVED

- 1.1 The Committee agreed the report with the added recommendation that Southwark continue to press TFL to fund the cross river tram and the Bakerloo Line extension.
- 1.2 Councillor Hubber agreed to present the report to OSC.

ITEM 2: WORK PROGRAMME

2.1 The sub-committee agreed the following work topics:

- Food Strategy
- More Powers for Community Councils
- Climate Chaos
- Southwark's Decluttering Programme

2.2 **Food Strategy - Scoping**

2.3 Members agreed that they wanted to see what has been done so far by way of a food strategy. The committee felt that affordable, healthy food should be available to all, including the poorer communities within the borough. Often, access to healthy food can be difficult with fresh fruit and vegetable shops located some way away from the homes of poorer families who may find themselves having to pay extra to travel to shops that sell healthier alternatives.

2.4 The committee wanted to look at:

- Allotments
- Market Gardens
- Planning local and independent food shops
- Fair Trade Food

Also to be investigated:

- Production
- Supply
- Meals on Wheels/School Meals (providing GM free food)
- Putting Local Food First
- Seasonal Production
- Organic produce
- Reduction of CO2 Emissions
- Planting Fruit Trees
- Environment/Housing and Planning

2.5 Kensington and Chelsea have set up allotments and reclaimed waste ground. Members wondered if Southwark could do something similar.

2.6 The committee also wanted to know about land swaps and how they may work in Southwark.

2.7 Ultimately the investigation should focus on what Southwark's Food Strategy should look like.

RESOLVED:

2.8 The committee to take evidence from:

- Lambeth Bee Keepers
- Tescos/Morrisons/Somerfield (what is their food policy)
- Farm People (Surrey Docs and Woolworth Gardens)
- Rosie Boycott (invite to committee)

2.9 Committee to look at:

- The current Southwark food strategy and how this may tie in with
- The London Food Strategy
- Southwark's own motion

2.10 The committee to undertake a site visit.

The meeting closed at 7:35pm

Agenda Item 5



**All things edible:
Southwark Council's food related
activity in Southwark Borough
August 2007**

**Project Officer: Kayte Fairfax
Director's Office, Department of Environment
and Housing**

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Introduction

This report is a preliminary response by Southwark Council to the London Mayor's Food strategy (2006) and the broader discussion currently being undertaken by the London Food Unit with London boroughs. It presents examples of food related activities undertaken in the London Borough of Southwark that are directly supported by the Council.

Activities are organised according to five of the six priority areas outlined in the London Food Strategy. These are:

Priority area 1: Ensuring commercial vibrancy

Priority area 2: Securing consumer engagement

Priority area 3: Levering the power of procurement

Priority area 5: Delivering healthy schools

Priority area 6: Reducing food-related waste and litter

Priority area four ('Developing regional links') is not included, nor are some of the actions recommended by the strategy within each priority area. What remains are the action areas that the Council considers most relevant to its role in Southwark, and to Southwark's role within the London food system. This will assist the Council to focus on areas of the London strategy that will have maximum impact in Southwark.

These examples are also intended to be shared with other boroughs as part of this consultation.

Please note however, that the report is not for external circulation beyond this use without permission.

PRIORITY ACTION AREA 1: Ensuring commercial vibrancy

London food strategy

Better targeted business support, including training, aimed at supporting farmers, specialist food manufacturers, specialist markets, distribution partnerships and a diversity of food 'clusters', as well as promoting tourism, London's retail sector and London's food culture.

Action areas:

- Consideration will be given to the role that the public sector can play in helping to facilitate more **producer collaborations and logistics and distribution partnerships, to help smaller producers to compete in the market, and to encourage new entrants**
- Consideration will be given to the role that the public sector can play to support market and product **innovation**, and the promotion of 'direct selling' initiatives
- Directing better the existing resources available for business **support for specialist food manufacturers and processors**, particularly on consumer market trends and collaborative working, and particularly for small and medium sized enterprises (SMEs) that reflect London's diverse communities
- Balanced use of the **spatial planning system** to support the differing needs of retailers of all sizes, including markets, so as to support the overall objectives of the Food Strategy
- **Better provision of training**, particularly in nutrition and health issues, for food retail and manufacturing employees, particularly across smaller enterprises, where this is possible
- **Better promotion of food tourism and food culture**, domestically and internationally – in particular by strengthening this aspect of London's brand through Visit London's marketing and promotional activity.

1.1 Southwark street markets

1.1.1 Food markets and independent trader stalls

- There are 500 market pitches across Southwark: over half of them sell food
- About half of these are located in East St market, a 6 day a week mixed market run by the Council that includes stalls with fresh and pre-prepared food
- The market has a high number of casual traders, who are increasingly coming to reflect the ethnic diversity of Southwark's population
- Other food-related pitches are licensed to independent traders, positioned in stand-alone locations on streets across the Borough.

The Council supports street markets because they:

- Provide access to high quality affordable food and other goods
- Have significant economic and employment benefits
- Promote and sustain independent and small businesses and can be a fertile environment for black and minority ethnic entrepreneurs as business start-ups
- Contribute to a vibrant public realm that people enjoy and feel safe using.

The Council is developing a markets strategy that is intended to maximise the potential of markets and street trading to:

- Increase their pull to visitors and destination shoppers
- Become successful economic, social and cultural institutions
- Encourage more entrepreneurship, independence and innovation
- Support a range and variety of businesses
- Promote distinctiveness and vibrancy in a well managed and maintained public realm.
- Provide access to affordable, healthy and high quality food and other commodities including to those on low incomes.

The Council offers a range of business advice and support to food traders:

- The Council actively encourages people to take up market trading and traders setting up a new pitch are offered guidance and training (eg on environmental health and trading standards).
- The Council is part of a European Union Funded Project that looks at festivals and events and is actively involved in a strand of work about trading opportunities at festivals and events. With our European partners we have developed and are piloting a toolkit for traders that gives them advice on how to take up opportunities for trading in the borough and encourages them to consider opportunities for trading at markets.
- The Council works with event traders to encourage them to move to a permanent pitch, and provides them with relevant training.
- The Council works with the Black Business Initiative and other similar initiatives to increase access of ethnic and minority traders to food-related business opportunities.

1.1.2 Farmers markets

- Several farmers markets have been brought into the borough in the last two years, with varied success (eg Peckham Square weekly market)
- The mixed socio-economic profile of Southwark provides challenges in ensuring the success of these markets, which can be more 'gourmet' and expensive than everyday street market food stalls.

1.1.3 Borough Market and Borough Market Food School

Borough market is a hugely popular, historic market in Southwark that has been on its present site since 1756. Over the last six years, it has developed a quality food retail market with a national reputation. The core of the market remains a wholesale market, while surrounding streets are lined with food shops that are also owned by the market.

The Borough Market is privately run but the Council does appoint members to its Board of Trustees. The market, its trustees and traders have run a number of activities that promote health and food to Southwark residents:

- Traders host regular BBQs for the local Peabody Estate, providing food that children can prepare and cook
- Traders run workshops on their given food speciality
- Traders speak at local schools/educational institutions
- Two traders have hosted trainee chefs from Jamie Oliver's Fifteen restaurants for several years.

The trustees are now planning to launch the **Borough Market Food School** - an education centre aimed at the Southwark community and London more broadly, to promote healthy eating, food and nutrition education. The Council is in discussion with the trustees about how to best link Southwark residents with opportunities arising from the school. For example:

- How can increasing numbers of local people access the food school and become involved in food-related business?
- How can the good practice and expertise from the school and Borough Market be spread across the Borough, while maintaining the unique character of these other food locales and street markets?

1.2 Cultural food locales

Southwark is experiencing the development of cultural food locales, where specific cultural foods not found in supermarkets are increasingly concentrated. These areas attract food tourists as well as local residents, such as Peckham which has the largest African community in the UK and a very high availability of African food products.

1.3 Food tourism in Southwark

Southwark Council has a strong interest in food tourism. The Borough attracts 5 million visitors a year, has a long and rich history of food markets, and is home to many historic inns and pubs and several of London's notable restaurants.

Our Hospitality, leisure, travel and tourism policy focuses on developing business sustainability and economic wellbeing, and we specifically promote older restaurants that serve 'best quality' food. Many of these restaurants source their food from Borough market, which has its own 'highest quality' buying principle (having, for example, organic meat and food from the Lake District). The council website guides tourists and Southwark residents towards quality restaurants, cafes, bars and pubs.

Southwark Council also runs specific annual food festivals such as *Healthier, Greener Peckham Fair* and the *Flavas of Peckham Festival* (detailed below under 'Consumer Engagement').

1.4 Food safety enforcement

The Council engages in both enforcement and education around food safety through an ongoing food safety programme. The food safety team carries out the Council's statutory food law enforcement functions, working in partnership with businesses and other stakeholders to provide education, information and advice to food traders, handlers and the public. In 2006 major new requirements were introduced for all food businesses except primary producers, and the team worked hard to support businesses to develop and implement the new requirements.

1.4.1 'Safer food better business' tool kit

SME businesses in particular have benefited from the team's work. A recent project introduced the Food Standards Agency's 'Safer Food Better Business' toolkit to small businesses. The project provided free training, expert advice and support to 100 food business operators to help prepare and implement a food safety management system.

1.4.2 Peckham Programme 2006-07

This 8 month project aimed to improve food business standards within Peckham as part of a broader programme to create a vibrant town centre that serves the local community and surrounding districts, building on Peckham's multicultural character. Improved standards were seen to contribute to transforming Peckham into a centre of excellence for quality and

diverse ethnic minority foods. A dedicated environmental health officer used a range of informal support and educative measures to tackle issues related to food hygiene, food standards, health and safety at work, trading standards and licensing. The project delivered significant improvements in the level of compliance with food safety and other trading law and removed all category A (high risk) businesses in the area.

PRIORITY ACTION AREA 2: Securing consumer engagement

London food strategy

Action areas:

- Programmes of awareness raising, education, skills and other support to enable all Londoners to understand food issues and act accordingly through positive behaviour change and consumer choice.

Council-relevant areas for action are:

- Promote and **expand opportunities for small-scale food production** for individuals and communities through gardens, orchards, schools, allotments and parks and open spaces
- Promote and **support London food events and festivals** that celebrate the quality and diversity of food in London and ensure that food plays a stronger role other events and festivals.

2.1 Healthy Southwark Programme

In March 2006, the Healthy Southwark Partnership embarked on a two-year programme to tackle key health inequalities, funded by Neighbourhood Renewal. The programme involves partners, including Southwark Council, in various projects aimed at tackling issues such as obesity and low life expectancy. Across all projects during 2006/07, Healthy Southwark services were used by 16,700 people on 53,000 occasions, and targeted disadvantaged communities.

Three projects that specifically focus on healthy eating and cooking are (all statistics relate to the year 2006/07):

2.1.1 Healthy Eating Team

- Supports children, adults and older people in a range of innovative ways including men's Weight Matters classes, supermarket shopping tours, Cook and Eat sessions and Kid's Healthy Snacks workshops
- Healthy eating sessions were attended by 2000 children, adults and older people during 2006/07
- Partnerships with local supermarkets and pubs enables us to reach audiences who might not "belong" to an organised activity or service
- People attending healthy eating sessions in schools and organisations such as Age Concern are becoming active in lobbying for changes to local and national policies on food provision.

2.1.2 Healthy Children's Project

- Delivered by Southwark Community Care Forum
- Provides training, capacity building, and best practice advice on health improvement topics to organisations in Southwark's voluntary sector who have contact with children and families
- Healthy Children's Guidelines have been cascaded to 500 local providers
- 200 staff have been trained in 14 workshops, learning how best to promote the health and wellbeing of children within the remit of their organisation

- 12 voluntary sector groups received intensive tailored support and mentoring to become beacons of good practice for promoting client health.

2.1.3 Healthy Schools and Healthy Eating Programme (see section 5 'Healthy Schools' for details)

2.2 Museum exhibition: '*Energy – In our daily lives*' (2004/05)

This interactive exhibition was at the Livesey Museum, a museum run by the Council for children under 12 years, their families and schools, with particular emphasis on East Peckham. The exhibition theme was 'Energy', in response to data from the local Sure Start programme that identified poor health as a key issue in East Peckham. The key areas of the exhibition focussed on nutrition, health, exercise and growth (as well as sustainable energy in the home, and recycling, as part of the Council's Cleaner, Greener agenda). The exhibition attracted 20,255 visitors.

Exhibition activities included:

- **Energy Café** - an interactive café that explored food energy issues. Children chose different foods to 'prepare' and 'buy' and tested them for energy and nutrition. Children were encouraged to make informed choices about their diets, and the café area demonstrated how food energy is transformed into work energy.
- **Energy Gym and Disco** - children had the opportunity to exercise on equipment specially modified to turn their energy into light and sound, showing how exercise "burns" energy from food. Hands-on exhibits focussed on the relationship between diet, exercise and health. All topics tied in with the National Curriculum (Foundation and Key Stage 1 and 2).
- **Permanent Recycled Greenhouse** to enable children and their families to undertake gardening projects to plant, grow plants and vegetables. The museum worked with a national environmental organisation to design a greenhouse made from recycled materials for the museum garden. Local school children and community members helped build it from recycled plastic bottles.
- **Parents' Forum Recipe Book** - the museum set up a parent's forum of local parents that produced a book of healthy recipes that parents and children could make plus environmental suggestions. Given to every local family that visited the museum.
- **Energy Comic** - produced after collaboration between the museum, a comic artist and local community groups. The comic was a free resource to every museum visitor.



Outcomes included:

- Increased knowledge and understanding by children, families and schools about healthy eating and its effects on the human body and the environment
- Encouraged stimulation and interest among children of healthy eating at a young age and the environmental issues relating to energy production and use.

2.3 Food production in Southwark schools and the community

2.3.1 One Tree Hill allotments: the One Tree Hill site is a 9 acre site owned by Southwark Council, with over 70 plots for Southwark residents. Crops include staples, exotic vegetables and some crop varieties from the HDRA Heritage seed collection. Sustainable, organic and permaculture gardening methods are encouraged.



2.3.2 Bankside Open Spaces Trust (BOST)

The Council facilitates BOST activity with a contribution towards funding plus partnership support to develop strategy, solve problems and implement projects – these include food projects between London Bridge and Elephant and Castle:

Healthy Living Project (2005/06)

Funded by Southwark Alliance, this project had a number of goals around healthy eating, gardening and community building. It aimed to create some vegetable-growing space in difficult circumstances, open discussion around eating vegetables and build stronger community around food and gardening. The project particularly targeted people with no garden in the built-up Bankside and Borough Neighbourhood Renewal area. Mechanisms included creating raised beds for vegetable growing; and running gardening clubs for children and adults, healthy vegetarian barbeques and Great Vegetable Giveaway events.

Highlights:

- 318 free vegetable planters given away, enabling a taster quantity of vegetables, herbs and fruit to be grown through container gardening on balconies.
- 263 people involved in ongoing vegetable growing activity and healthy eating projects.
- Nearly half of people who attended a Great Vegetable Giveaway event only had a balcony as a place to grow plants; nearly a quarter only had a windowsill.
- Nearly ½ of participants had never grown, or only grown a few plants to eat before.
- Six out of eight raised beds enabled groups to grow enough vegetables to contribute to their families' diet.
- Public vegetable gardening aroused interest in vegetables among children and adults.

Different groups are still being supported in vegetable growing (and eating) in the raised beds, including children and adults, after school clubs etc.

Brookwood Community Garden

In 2007 residents created a new permanent productive communal garden on a triangle of LBS Housing land. The project has been widely seen as a success, both for increasing adult and children involvement in gardening and food growing, and for mobilising a community of residents with no previous history of activism. It was showcased as part of debate on future cities at the Tate Modern.

New community building

Various council departments are working with BOST on plans to build a new community building, including a rooftop greenhouse, food growing areas and a community cafeteria. Completion is anticipated by 2010.

2.33 Walworth Garden Farm

The Council contributes toward the running of the farm which runs the following projects in Southwark schools with students aged 8 to 12 years: **School Orchard Project**; **PETL (Plants for Environmental Teaching and Learning) project**; and **School clubs** (see section 5 'Healthy Schools' for details).

2.34 Melbourne Grove Urban Orchard: *'An apple a day keeps the ASBOs away'*

This project, funded by a Cleaner, Greener, Safer grant from Dulwich Community Council, has transformed a once-derelict corner of Lytcott Grove Housing Estate into an edible apple orchard. The orchard was created as part of a sustainable community garden project and each tree has been named by estate children. The Council aims to celebrate the first harvest with the community on National Apple Day, 21st October 07. The orchard will be listed in the UK Directory of Community Orchards by Common Ground and was nominated for a Southwark in Bloom Award.



2.35 Heart Garden

The Heart Garden is a community kitchen garden for people with long-term illness. It is run by Arts in the Park, with support from Southwark Parks who house Art in the Park and established the garden in 2000 on land at Chumleigh Community Gardens.

2.36 Surrey Docs Farm

This 2.2 acre city farm, part-funded by the Council, has animals, an orchard, a café and a shop on site (the café and shop use and sell farm produce). It runs projects for schools and the general public including:

- School programmes (eg food production, food chain)
- Training for adults with learning difficulties (eg horticulture, food processing)
- Training for young people who want to get into farming.

2.4 Southwark food festivals

- **Healthier, Greener Peckham Fair (Sept 2007)** – hosted annually by the Peckham Voluntary sector forum, the Peckham Healthy living network and various local healthy living and environmental groups.
- **Flavas of Peckham Festival (Dec 2007)** – a festival of healthy food from Peckham town centre's food shops, with street performers, arts and crafts etc.

2.5 Scores on the Doors food safety scheme

The food safety team participated in the development of a website to publish hygiene information about food businesses operating in Southwark. The site <http://www.scoresonthedoors.org.uk> became live in January 2006 and is shared with a number of local authorities across the country. Each business receives a star rating based on findings from their last inspection related to hygiene and management; the site also publishes details of business risk assessment. The site is freely accessible to businesses and consumers. Publishing this information enables transparency of the service's inspection programme and it is hoped will drive up hygiene standards within the borough. The service was among the first few in the country to publish such information.

2.6 Kingswood Young Women's group – Traditional Food Project

This project focuses on the needs and interests of young women living on Kingswood Estate, and is part-funded by the Council. The Kingswood Young Women's group is culturally and ethnically diverse, including Somalian, Irish, British, Polish, Jamaican, African and English women. Women have the opportunity to engage with the wider community and experience the foods and traditions of different cultures. They interview community members from various cultures and eat at restaurants with food from those cultures. The group plan to record the project (photos, written and spoken word) and exhibit the results upon project completion.

PRIORITY ACTION AREA 3: Levering the power of procurement

London food strategy

A range of actions to support and encourage both public and private sector organisations to incorporate sustainability within their food procurement decisions.

Action areas:

- **Develop public procurement support services and tools** for both procurement officials specifying food-related contracts and those organisations seeking to access the contracts
- Continue to **increase the amount of organic and local food provided through public sector services** in London in response to growing consumer demand
- **Improve smaller producers' access to public and private sector contracts.** The ability of producers to engage in greater collaboration and co-operation is important and networking events between producers and procurement officials in London should also be developed.

3.1 Fairtrade

Southwark is a fair trade borough, awarded in June 2007.
The five Fairtrade criteria for a borough are:



- Goal 1: Local Council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade tea and coffee at meetings and in its offices and canteens.
- Goal 2: A range of at least two Fairtrade products readily available in local shops and cafés/catering outlets. Southwark targets are one retail outlet per 10,000 people and one catering outlet per 20,000 people (which equals 26 retail and 13 catering outlets).
- Goal 3: Fairtrade products are used by a number of local workplaces and community organisations.
- Goal 4: Attract media coverage and popular support for the campaign.
- Goal 5: A local steering group is set up.

Our Fairtrade steering group:

- Promotes Fairtrade and increase the availability of Fairtrade products in Southwark
- Ensures continued commitment and drive towards gaining Fairtrade Town Status for Southwark by achieving the goals set by the Fairtrade Foundation
- Encourages workplaces, schools, universities and faith groups to promote and use Fairtrade products

Over 5,000 people signed the petition to support Southwark's bid to become a Fairtrade borough.

3.1.1 Fairtrade in the Council

- Fairtrade tea and coffee are available in Town Hall meeting rooms and at Southwark's eight Community Council meetings.
- Southwark's corporate procurement team has developed guidelines for council departments on how to shift to Fairtrade coffee and tea vending machines, when contracts come up for renewal. We are also:
 - Investigating how Fairtrade products could be more available within the Council

- Enlisting the support of suppliers to Fairtrade
- Encouraging local workplaces and community groups to commit to using Fairtrade products
- Seeking further potential retail and catering outlets for Fairtrade products

3.1.2 Buying Fairtrade in Southwark

- The Council website has a Fairtrade directory that lists shops, cafes, and catering establishments which stock Fairtrade products (29 retail and 21 catering outlets). Also the 12 community organisations, groups and churches with Fairtrade stalls.
- Prominent Fairtrade retailers in Southwark include the Co-op, Starbucks and Sainsburys. The Fairtrade steering group have also had enthusiastic support from the three Somerfield stores in Southwark, Marks and Spencers and Tescos - who allowed volunteers to set up a Fairtrade fair stall right outside their entrance in Surrey Quays shopping centre.

3.1.3 Fairtrade in workplaces and community organisations in Southwark

- Workplaces that use Fairtrade products are promoted as Fairtrade flagship businesses; and a marketing campaign has been developed to win over those who don't. Council has worked closely with Southwark's Chamber of Commerce and the Southwark Black Business Initiative.
- Fairtrade flagship employers in Southwark include a number of high-profile employers and status buildings such as the Globe, the Greater London Authority, Price Waterhouse Coopers and One London Bridge Mezzanine.

3.1.4 Fairtrade in schools

The steering group has forged strong links with schools in Southwark - primary and secondary schools, and colleges.

3.1.5 Fairtrade Fortnight - this annual awareness-raising event includes a Fairtrade business breakfast hosted by the Mayor; and Fairtrade fairs and discussions in public spaces.

3.1.6 Fairtrade Trail – this celebratory day event was held around the Borough to celebrate achieving Fairtrade status, visiting schools, children's centres, cafes and community spaces.



3.1.7 The future of Fairtrade in Southwark

Southwark needs to renew Fairtrade status in June 2008 and will work to:

- increase the number of educational establishments and workplaces using and supporting Fairtrade
- help take a lead in organising London-wide fair trade events and working more closely with neighbouring boroughs to create inner/South East London themes or activities

3.2 Welfare catering services in Southwark

- Southwark Council contracts out its welfare catering services for the following food delivery services: Hot and frozen home meals (approx. 550 customers); Day care centre meals (approx. 375 customers); and a cafeteria service to a Day care centre (approx. 40 customers).
- For all services, contractors must offer meals that are low in salt and meet service users' cultural and dietary needs including: vegetarian, vegan, diabetic, soft, halal, gluten free, Afro-Caribbean, Asian, kosher and kosher vegetarian.

3.3 Local procurement

The team commissions a local procurement project to help and train local business to win both private and public sector contracts. In its third year, the programme targets SMEs with special emphasis on women and BME owned businesses. The Council has also embedded sustainability practices into its procurement processes which is outlined in its Sustainable Procurement strategy 2006 - 2009. The strategy has a list of key issues around sustainable life cycles of production and consumerism in preparing SMEs for competitive bidding.

PRIORITY ACTION AREA 5: Delivering healthy schools

London food strategy

Action areas:

- Support the education system in **increasing the time spent on cooking and food education** in schools (may involve revision of National Curriculum as well as specific support for individual schools and teachers)
- **Research and promote the positive benefits of nutritious food for children**
- Improve nutritional quality of school meals and the number of pupils eating them, targeting barriers such as training for catering staff, catering facilities, political will and overall budget allocations
- **Improve children's access to healthy, quality food outside of school meals** by improving the provision of fresh fruit and access to fresh water in schools; support and piloting the introduction of green/healthy vending machines; and establishing/expanding school breakfast clubs
- **Increase the number of schools taking part in farm/city farm visits**

5.1 Healthy Schools and Healthy Eating programme (Southwark Children's services)

Healthy Schools status

- To date, 55% of schools in the borough have achieved Healthy School status (HSS)

School sector	Numbers HSS	% HSS	Numbers involved	% involved
Primary (71)	42	59%	68	96%
Secondary (15)	9	60%	13	87%
Special (7)	1	14%	6	86%
PRU (4)	1	25%	4	100%
TOTAL	53	55%	91	94%

- The Council is also working with the Bethlem and Maudsley hospital school and the five nursery schools in relation to Healthy Eating.

All schools that have achieved Healthy School status have to have provided evidence set against the National Healthy Schools standards, of which 11 are specific to Healthy Eating. This means that the Council is confident that all schools in Southwark with Healthy School status:

- Adhere to the new food standards introduced in September 2006
- Are working towards improved nutritional standards for 2008/9
- Have a food policy guidance document, based on the Southwark Children's service Food in schools Policy Guidance document – Jan 2007
- Have Senior managers overseeing food choice and menu development
- Consult with young people about food meal provision
- Provide training and development for staff in relation to healthy eating
- Provide curriculum development for all pupils

In addition, many schools who have not yet achieved Healthy School status still have strong Healthy Eating policy and practices. Reports on schools that have received an Ofsted inspection since September 2006, for example, indicate that Southwark schools are 'on task' in providing quality services for Healthy Eating.

5.1.2 Healthy Eating Activities

Healthy Food in Schools group

- Set up in 2005
- Disseminates good practice and offers professional support on a range of healthy eating activities such as procurement, curriculum development and staff training.
- Also scopes available support for schools and alerts them to bidding opportunities for extra funding for Healthy Schools activities - approx. 15 schools have so far done so.

Childhood obesity

Cross-sector planning and coordination has been developed, and is managed by Young Southwark. The Council is now in the final stages of developing an overarching Obesity strategy that targets 0 – 18 year olds, complements Health Authority adult service development and will incorporate the Healthy Food in Schools group. Its purpose is to:

- coordinate, monitor and evaluate existing work
- work collaboratively to identify need and provide service delivery
- identify and disseminate good practice.

The structure will be:

- a steering group to oversee milestones and action plans, reporting to Young Southwark executive and Healthy Southwark
- three subgroups (Healthy eating, Physical activity, Parents/carers and communities) with individual action plans and working partnerships between a range of council services and the local health authority
- two additional project plan developments – an overarching communications and media strategy, and an obesity care pathway – supporting Tier 2/3 children and young people identified as obese or overweight.

Further examples of services provided by the Healthy Southwark partnership with council support to schools and other educational settings relating to Healthy Eating include:

1. **MEND (Mind, Exercise, Nutrition, Do it!) programme** – Children and young people between 8-12 years) and their families, self-refer to an eight week intervention programme to help them develop healthy eating and physical activity
2. **Cook and Eat sessions** – a community nutritionist available to schools and other settings, working with parents/carers and young people in learning how to cook
3. **Curriculum development** – Healthy Eating in the context of Science and personal, social and health education (PSHE) from the Healthy Schools team
4. **Development of Healthy Eating cooking books** – developed in one school and to be disseminated to other schools as part of a resource pack.
5. **Theatre in Education** – Scary Little Girls are currently working in 7 schools, to be rolled out to one Community Learning Network, linking active learning, drama and nutrition support
6. **Training programme** – Southwark College are providing a skills audit of school catering in schools and then training for meal providers

7. **Height and weight measurement** – School nurses and Southwark PCT are now in the second year of measuring pupils' height and weight in Reception and Year Six. This gives an indication of need and where to best target support.
8. **Social marketing and obesity** - In 2 schools where obesity rates are high, social marketing methods are being developed to identify barriers that parents face in enabling children to eat healthy food. Findings will then inform interventions to be run later in 2007/8.
9. **Healthy and waste free lunchbox project** - this new project was piloted in Southwark during June and July this year by the Housing and Sustainable Services unit. The aim was to encourage parents, teachers and pupils to consider how they reduce waste and improve the healthiness of the lunch boxes (see Section 6, Waste Minimisation for more details).
10. **Healthy Schools Team** - Healthy Southwark funds a full time post in the Healthy Schools Team to support schools in promoting healthy eating and physical activity. Plans are underway to help schools meet government standards on school meals.

5.2 School catering

- The Council does not commission contracts for school catering. Schools use a variety of independent catering arrangements. These include in-house catering and contracting external providers and are funded from the schools delegated budgets.
- Southwark primary schools provide a two-course meal for a set price each day, in line with national nutritional standards. In secondary schools there are cafeteria type arrangements in place.
- Free school meals are provided to eligible children at a state maintained school in Southwark (when parent/guardian is on income support or income-based job-seeker's allowance). Schools are allocated additional funding in their delegated budgets.
- The Council does, however, work with schools to have healthier food schools. Southwark Children's Services is currently reviewing school meal provision in schools. The aim is to identify best practice and ways schools can revise their arrangements, to provide a good service to pupils that complements the drive for healthy schools. A number of initiatives have been taken:
(<http://www.southwark.lgfl.net/Common Information/Healthy Schools/Healthy Schools.asp>)

5.3 Eco Schools

- Eco Schools is an international scheme with a national lead in England and Northern Ireland from ENCAMS that inspires students, teachers, parents and governors to work together to make their school more environmentally friendly.
- Eco Schools gives young people the chance to take responsibility for their local environment and get involved in practical projects. The Council has a key role in supporting and developing the programme for the whole borough. This includes working with Eco Action Teams of pupils, parents, governors and teachers to assess the environmental impact their school is having and plan to reduce it.
- Eco Schools addresses 'food' under the themes of: waste and recycling, healthy living, global dimension (fair trade), transport (food miles) and school grounds by promoting composting, healthy eating, and allotment creation within schools.
- Southwark has 31 registered schools: seven have bronze awards, two have silver and one has a green flag. This is a very prestigious award and recognised by the Department for Children, Schools and Families.
- Eco Schools is also part of a wider programme of Council work including developing an Education for Sustainability Strategy for schools, after reviewing the sustainable schools framework that came out of the DfCSF in 2006. One of the themes is food and drink.

5.4 Walworth Garden Farm

The Council contributes towards the operation of the Farm, which runs the following projects in Southwark schools with students aged 8 to 12 years:

1. **School Orchard Project** – these workshops teach students to grow orchards on school grounds. Twelve schools are currently involved. Permanent orchards have become established after four years in some schools.
2. **PETL (Plants for Environmental Teaching and Learning) project** – Fork to fork project being developed for 2008 so schools can grow their own vegetables, produce recipes and create meals.
3. **School clubs** – Students are encouraged to grow their own vegetables which they get to harvest and eat. These currently exist in two Southwark Schools.

5.5 Dog Kennel Hill School – ‘A meal that takes a year to grow’

The three reception classes grow a major world cash crop each year (eg corn, wheat and potatoes); the wheat is ground and baked by the students. The sweet corn is planted to create a ‘maize maze’ in the playground and also eaten. Two children from each Year 1-6 class without gardens of their own are chosen to be an orchard warden (one tree for every class), or in the gardening club where they grow their own food, sell surplus seedlings and share with their families at the end. Separate grant funding also funds a gardening teacher who runs a weekly after-school club.

5.6 Public Sector Food Training and Procurement Programme

The Council is in discussion with Greenwich Cooperative Development Agency about the opportunity to take up free food training for schools, hospitals and other public sector services, offered by the Public Sector Food Training and Procurement Programme. Future linkages may include to the Council’s Healthy Schools programme as part of the children’s obesity strategy and other activities such as after-schools programmes.

5.7 Food safety team – Infectious disease control in schools

To preserve health and wellbeing in schools, dedicated officers in the food team work in partnership with the Health Protection Unit to deliver an infectious disease control service. The officers advise on infection control measures and conduct necessary investigations into occurrence(s) of infectious disease cases or outbreaks. The team is responsible for the implementation of exclusions of infected cases where appropriate to contain or eliminate the infectious diseases thereby ensuring a healthy school community.

PRIORITY ACTION AREA 6: Reducing food-related waste and litter

London food strategy

Food-related waste, which consists of both packaging and organic waste, has significant environmental, economic and health impacts. Two areas of intervention are called for – waste reduction/re-use and secondly, recycling. Action areas are:

Action areas:

- Continue to **expand and improve recycling services** in London. The Municipal Waste Management Strategy already commits to promoting home and community composting and exceeding Government household waste targets.
- **Establish kitchen waste collection schemes.** This requires further work by London Boroughs to engage households, expand collection services and install the infrastructure required to process this waste
- **Research the attitudes, awareness and behaviours of Londoners** towards food waste and explore the effectiveness of incentives to reduce food waste
- **Encourage composting and/or recycling by London's major food markets**
- **Pilot initiatives with major retailers in London to reduce packaging**, in particular, trial charging for plastic bags

6.1 Waste minimisation in Southwark

Southwark Council works directly with the community to facilitate waste minimisation, particularly through public awareness and education campaigns to motivate people to make informed choices.

6.2 Waste reduction targets

Southwark Council's Waste Management Strategy (2003 – 2021) has clear waste minimisation targets for the Borough including waste related to food purchasing and consumption. Activities to reduce food waste have a strong focus on public waste reduction and prevention campaigns. Two key projects are the 'Smart' Shopping campaign and composting (including working with schools).

6.3 'Smart' (Save Money And Reduce Trash) Shopping Campaign

An estimated 54% of Southwark borough waste is packaging – 226 kg/year per household, and a total of 75,000 tonnes borough-wide. The 'Smart' shopping campaign encourages Southwark residents to develop waste awareness about the goods and packaging that they buy. It highlights: durability of goods (electrical, furniture etc); single use goods (eg nappies); reused/second-hand/hired goods; and packaging.

So far:

- several road shows have been held
- a Smart shopping guide has been developed for Southwark householders, with relevant and practical information on how to reduce waste through purchasing decisions
- a Smart shopping 'pledge' scheme is being run whereby householders make a specific pledge to develop more sustainable shopping habits.

The estimated potential annual diversion from the waste stream due to the campaign is approximately 270 tonnes.

6.4 Composting

Around 32% of Southwark household waste is organic (both kitchen and garden waste) and the Council runs a number of composting schemes to reduce food waste in the Borough, in partnership with the community and voluntary sectors.

6.41 CRISP (Community Recycling in Southwark Project)

Southwark Council works with this local environmental charity on a number of projects including:

1. Home composting project

- Subsidised home composting bins to households with gardens. 3,791 composters sold by July 07 (an estimated annual diversion of 474 tonnes per annum).
- Subsidised wormeries for households without access to a suitable garden (approximately 60% of households in Southwark do not have a private garden). This scheme started in Spring 2006 and 530 wormeries have been distributed to date (an estimated annual diversion of 29 tonnes per annum).
- CRISP also provides advice and guidance to residents using either scheme.

2. BASE project (Business Advisory Service on the Environment)

- Works with SMEs (small and medium enterprises) in Southwark to improve sustainability. A toolkit with advice, guidance and contacts for SMEs has been produced and promoted at SME network events. BASE also plans to run a series of sustainability workshops.

6.42 Composting for schools

The Council is developing a composting-for-schools scheme to promote the availability of free compost bins or wormeries. The scheme will target all schools and nurseries in Southwark and is expected to start in September 07.

6.5 Community partnerships

As well as its partnership with CRISP (see above) Southwark Council also works with the following community organizations to promote composting:

- **St Mungo's** (charity for the homeless), which manufactures the wormeries. Funding for the wormeries was obtained from the LRF (London Recycling Fund)
- **London Centre for Wildlife Gardening** - to promote and sell composters from their premises
- **Nunhead Going Greener group** and the **Bankside Open Spaces Trust** to start community composting.

6.6 Sustainable development education

Activities related to minimisation of food waste undertaken by the Council's Sustainable Education Development officer and street improvement staff include (all statistics for last school year up until 07/07):

- 25 visits to the Southwark Waste transfer station, where children learn about waste and recycling including green / food waste.
- 21 school assemblies where children are educated about litter, rubbish and recycling
- 6 waste audits of schools, who might then be encouraged to order a compost bin or wormery from CRISP as part of the school's action plan

6.6.1 London Schools Environment Award

This GLA scheme awards schools for taking up an environmental challenge each year. A compulsory school unit is 'Litter and Local Environmental Quality' and schools also have to choose one other theme - waste and recycling is one of these. The GLA also provides schools with a free educational toolkit (eg CD-Rom). Council staff act as borough link officers with the GLA to work with Southwark schools. Southwark schools are judged against each other every year.

6.6.2 Healthy and Waste Free Lunchbox Project

This new project was piloted in Southwark during June/July 2007 by the Housing and Sustainable Services unit. Focusing on waste produced by school packed lunches it had three aims:

1. To reduce the amount of waste a school produces at lunchtimes
2. To increase the amount of lunch waste that is recycled / composted
3. To evaluate the most effective way to deliver such a project across the Borough

An audit of packed lunch waste was carried out at the start of the project followed by a number of education activities with the pupils including lessons, an assembly, a parents' workshop and displays. The purpose of these activities was to encourage parents, teachers and pupils to consider how they reduce waste eg by avoiding overpackaged lunch items, and at the same time improve the healthiness of the lunch boxes.

A follow up waste audit was carried out to assess the impact of the project:

- waste per pupil decreased by almost a quarter
- unwanted/wasted food per pupil decreased by over half
- plastic bottle recycling was introduced as a result of the initial audit
- the use of clingfilm/single use plastic bags dropped significantly

The project will be developed into a set activity for schools which can count towards the attainment of Eco Schools or the London Schools Environment Award.

6.7 Environmental Business Awards

This project aims to help businesses to address their waste issues and particularly relates to food when the business is a restaurant or grocer. The Sustainable Services Team engages local businesses in the Environmental Business Awards (EBA) scheme to help them decrease their environmental footprint and recognise their efforts towards sustainability. EBAs allow the Council to:

- Establish individual business waste needs and waste composition
- Raise waste concerns for particular streets and an overall image of the area
- Evaluate current Trade Waste Agreements (TWAs)
- Create links with businesses that are doing well to serve as an example to others
- Establish baseline figures and targets on waste minimisation and recycling
- Check business awareness and availability of Section 34 legal requirements

The EBAs have been well received, with over 100 Southwark businesses being supported to register. The main emphasis until March 2008 is waste efficiency but then the programme will be expanded to cover a whole range of resource efficiency measures e.g. energy, travel and water. Signposting information on environmental assistance for businesses is now on the Council website.

7.0 Non-priority strategy actions of interest to Southwark Council

We have also highlighted a number of the non-priority strategy actions which we believe have particular relevance to Southwark's local community. While most of these actions do not fall fully within the remit of the Council's own functions, we would seek to pursue them through our Local Strategic Partnership.

Stage 1: Primary production

Food and drink consumed in London will be produced to the highest possible environmental, nutritional and ethical standards, including the protection of habitats, fish stocks and Green Belt, adaptation to and mitigation of climate change, minimisation of pollution, fair treatment of producers and respecting animal health & welfare

- Reduce illegal meat trade in London

Stage 2: Processing & Manufacturing

All food processing enterprises that supply London will operate to the highest environmental, health and ethical standards, and they will provide the highest possible standards of working terms and conditions for their employees.

- Provide environmental support/facilitation to business

Stage 3: Transport, Storage & Distribution

Clear measures will be in place to reduce the level of greenhouse gases, air pollution, congestion and noise arising from the transportation of food in London

- Support ongoing improvements in vehicle efficiency and use of alternative fuels & technologies
- Continue to encourage more sustainable modes of transport

Stage 5: Purchasing Food

The wider social benefits of healthy diets will have been recognised, quantified where possible, and incorporated into the public and private sectors' (and individuals') purchasing decisions, by the use of appropriate subsidies, regulations, regulations and other economic instruments.

- Continue to research and quantify wider social and personal benefits of more healthy and nutritious diets and to promote these benefits to consumers
- Promote opportunities for producers to sell into the London market, through a mix of direct selling (eg box schemes, markets etc); selling to London's restaurants and independent stores, and crucially, sales to the major retailers. *(NB: this is actually a priority action under 'Developing regional links'. The Council wishes to support local distribution and purchasing schemes as they encourage inward investment into the Southwark economy and increase residents' access to a diverse range of food, and box schemes are good for elderly and house-bound residents).*

Stage 6: Food Preparation, Storage & Cooking

Londoners will be more aware of the environmental impact of storing, preparing and/or cooking food, and will have the knowledge and access to appliances that will allow them to be able to choose more environmentally friendly means of doing so

- Increase the use of renewable/green energy tariffs

Stage 7: Eating & Consumption

Awareness of health and quality issues should be extremely high, throughout the capital and in particular among vulnerable socio-economic groups

- Increase healthcare professional training/engagement
- Establish personal health advisors programmes
- Develop and promote London 'Healthy Eating' award (aimed at residents, employees etc)
- Promote safe drinking
- Develop existing public education programmes on nutrition, food and its impacts for both children and adults and ensure they are tailored to the needs of different communities

Food in London – across the diversity of cuisines and cultures – should be promoted and celebrated both in

- Engage employers to support a healthy work/life balance, ensuring adequate free time to prepare
-

London and elsewhere; Londoners will be encouraged to eat in convivial settings; and the opportunity to spend the time they personally need to enjoy food/the eating experience should be widely available

and eat healthy meals

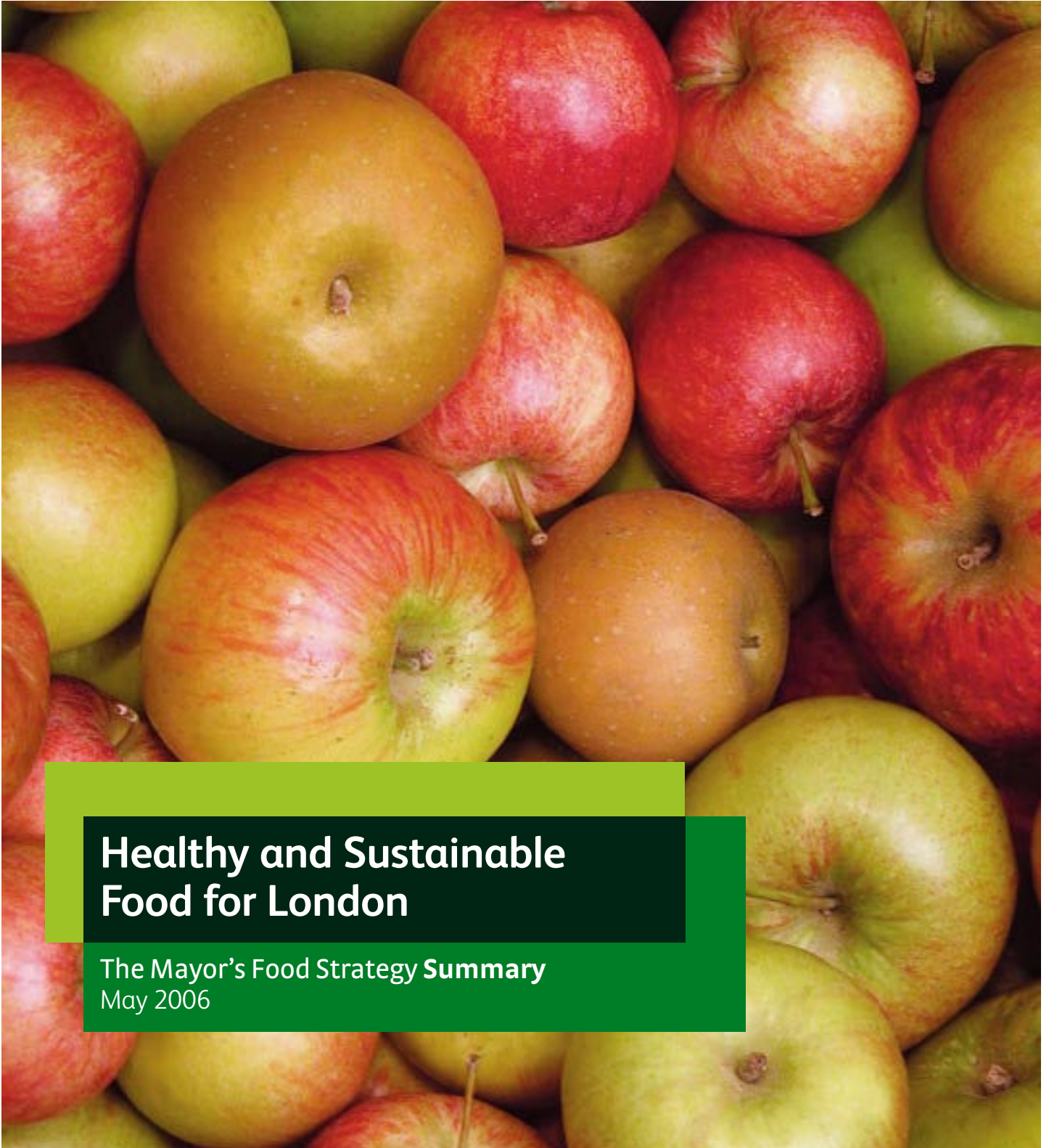
Children, in particular, will have access to a range of nutritious, affordable and appealing food & drink; so too will those with special dietary needs.

- Increase the provision of fresh fruit and milk at schools and pre-school facilities
- Improve access to (sustainable) water in both primary and secondary schools and pre-school facilities
- Establish, expand and promote school breakfast clubs
- Introduce green/healthy vending machines
- Research extent to which those with special dietary needs need additional support

Stage 8: Disposal

Food-related waste will be composted and recycled wherever practicable; and progress made on closing the recycling “loop”

- Support ongoing efforts to engage the packaging industry on minimising, recycling food packaging waste and piloting innovations
 - Engage commercial businesses, working with the GLA and others to consider food waste issues in relation to the development of the Mayor’s Wider Waste Strategy.
 - Educate people of all ages on alternative methods of waste disposal, including composting and recycling
-



Healthy and Sustainable Food for London

The Mayor's Food Strategy Summary
May 2006





Foreword from Ken Livingstone, Mayor of London

Food is such a normal part of everyday living that its effects can easily be overlooked. Whether eating at home or dining out, Londoners benefit from a complex food system that daily meets the capital's enormous food requirements. This strategy sets out how – through the co-operation of all those involved – we can enhance our health, increase our pleasure from eating and dining, enrich further our experience of London's cultural diversity, and ensure a more sustainable future.

London's extraordinary social and cultural diversity is reflected in over 60 different cuisines provided in over 12,000 restaurants – more than half the nation's total. This variety and vibrancy extends to London's food retail outlets, with exciting well-known markets like Borough and Walthamstow alongside major supermarkets and independent corner shops. 'Food tourism' is an increasingly vital element of London's attraction for visitors. It has many of the best restaurants in the world, and an unparalleled choice of cuisine. Ensuring this diversity is enhanced and quality continually improved will add to the attractiveness of London as a place to live and do business.

However, there are also significant challenges. Obesity and diet-related illnesses account for a huge number of premature deaths in London, with many on low incomes suffering disproportionately. In many parts of London, people struggle to access affordable, nutritious food. Many of those involved in the food system are barely benefiting from it economically and the environmental impact of the food system is considerable.

There are many features of London's food system that we need to improve if we are to meet my vision of a sustainable world city. I believe there is much that can be done by both organisations and individuals. This Food Strategy sets the strategic context and outlines a plan of action to help us all make better and healthier choices. It celebrates our vibrant and successful food culture, seeks to maximise new opportunities and tackle and overcome areas of weakness.

A handwritten signature in black ink that reads "Ken Livingstone". The signature is written in a cursive style.

Ken Livingstone, Mayor of London



Foreword from Jenny Jones, Chair London Food

This Food Strategy for London is ambitious yet practical. It sets out a framework and action to help deliver a food system that is consistent with the Mayor's objective that London should be a world-class sustainable city. It does this by building and encouraging best practice, whilst tackling and overcoming areas of weakness. It will help improve food in London's schools, hospitals and other public institutions, and will offer people on low income better access to healthy and affordable food.

The strategy also addresses the negative impact on local and global environments of high levels of food imports. It seeks ways to support local, regional and organic producers, and help connect them to London markets and consumers. This is important to ensure a safe and secure supply of food, that will also reduce London's ecological footprint.

I should like to thank the board members of London Food for their vital contribution towards this sustainable Food Strategy for London. The wide practical knowledge and expertise which they have brought to the development of the strategy has put a sustainable food system for London within our reach. We have been well supported by the London Development Agency, the Mayor's agency for business and jobs.

A handwritten signature in black ink that reads "Jenny Jones". The signature is fluid and cursive.

Jenny Jones, Chair London Food

Consultation and Impact Assessments

Thanks are due to the many individuals and organisations that took the time to comment on the Draft London Food Strategy during the autumn of 2005. Their contribution has strengthened and enhanced the final Strategy.

The final Strategy has also benefited from the results of a Health Impact Assessment, an Equalities Impact Assessment and a Sustainability Impact Assessment. Thanks are due to those individuals and organisations that contributed to these assessments.

For further information on both the outcomes of the consultation process and the three impact assessments, as well as other London Food activities please go to www.lda.gov.uk/londonfood, or send an email to londonfood@lda.gov.uk

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Published by

London Development Agency
58-60 St Katharine's Way
London
E1W 1JX

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Acknowledgements

Thanks to the many individuals who contributed to this document; and to Defra in particular for part-funding the strategy development process.



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01 The Vision



Why does London need a food strategy?

Food and drink are vital to every Londoner, yet it is easy to take them for granted. An extraordinary network of farmers, factories, restaurants and retailers ensures that, every single day, millions of people in London are able to choose from an unprecedented variety of food and drink. But this complex system has its failings, from negative impacts upon health to environmental damage caused by CO₂ emissions. The London Food Strategy has been developed by the Mayor of London and London Food to tackle these problems in a joined-up way while protecting the vitality, vibrancy and diversity of London's food culture.

Food and drink: a vision for London

Every part of the Strategy aims to embrace the London Mayor's three key priorities: health, equality and sustainable development. The Mayor's vision is that:

"In 2016, London's people, residents, employees, visitors and public, private and voluntary organisations will be:

- taking **responsibility** for the impacts of their food choices and their role in ensuring that food and farming are an integrated part of modern life
- demonstrating **respect** for all the elements involved in the provision of their food, and treating fairly the environment, the people, the animals, the businesses and others involved in providing their food
- conscious of the **resources** being used in growing, processing, distributing, selling, preparing and disposing of their food, and continuously engaged in minimising any negative impacts arising from this resource use
- benefiting from the **results** of this effort, so that all Londoners have ready access to a healthy, affordable and culturally appropriate diet."

The Strategy therefore aims to:

- improve Londoners' **health** and reduce health inequalities via the food they eat
- reduce the negative **environmental** impacts of London's food system
- support a vibrant food **economy**
- celebrate and promote London's food **culture**
- develop London's **food security**

In order to achieve this, the Strategy identifies six areas for action.

1. Ensuring commercial vibrancy
2. Securing consumer engagement
3. Levering the power of procurement
4. Developing regional links
5. Delivering healthy schools
6. Reducing food-related waste and litter

02 The Context



Extensive facts and figures about the current state of London's food system are presented in great detail in the full Strategy document. The full Strategy details eight stages of the food system.

1. Primary production

Growing or harvesting produce, either for sale or for use in processed food and drink

2. Processing and manufacturing

Processing and packing food and drink and manufacturing packaging and machinery

3. Transport, storage and distribution

The storage and movement of food between producers, processors and retailers

4. Food retail

The sale of food, either directly or through wholesale markets and retailers

5. Purchasing food

The purchasing of food or drink for consumption

6. Food preparation

The storage and cooking of food ready for consumption

7. Consumption

Eating and drinking

8. Disposal

The removal and processing of all unconsumed food and drink

Each of these stages is affected by a wide range of factors.

At **international** level, London's food is grown and processed all over the world and is consumed by people from a huge number of countries and cultures. London's food supply is also affected by, and subject to, international agreements, from the European Union's Common Agricultural Policy (CAP) to the Kyoto Protocol on climate change.

At **national level**, food and farming are mainly the responsibility of the Department for Environment, Food and Rural Affairs (Defra) and the Food Standards Agency (FSA). In 2002, Defra published a national strategy for sustainable farming and food called **Facing the Future**, and has recently published the **Food Industry Sustainability Strategy**. These initiatives aim to "reconnect" consumers with other parts of the food chain, particularly the farmer, and to strengthen regional food economies.

Other schemes, such as the **Public Sector Food Procurement Initiative**, and broader policies such as the **Choosing Health: Making Healthy Choices Easier White Paper**, are also shaping approaches to food at a national level.

The work on **regional** farming and food that came out of **Facing the Future** emphasised the fact that London and its food system function very differently to other parts of the United Kingdom. As a result, the Mayor of London set up the London Food Board to develop this Strategy. The Strategy sits alongside a number of other key London policies and initiatives, including the **London Spatial Development Strategy** (also known as the London Plan). The London Plan affects a whole host of food-related activities, from allotments to local convenience stores. Other London policies with links to food include the **London Cultural Strategy**, the **Economic Development Strategy**, the **Transport Strategy** and the **Municipal Waste Management Strategy**.

The Mayor's Food Strategy also recognises the importance of the regions around London – and in particular the South East and East of England – in supplying the city with food and drink.

At local and community level, partnership with the London Boroughs is essential and it is hoped that the Mayor's Food Strategy will feed into the actions of local councils and other public bodies, such as Primary Care Trusts and Local Education Authorities.





03 The Delivery



In order to maintain the positive aspects of London's food system and to address its failings, the Mayor's Food Strategy identifies six key areas for action. These are outlined below, together with a brief description of the sort of specific actions that could fall under each. These actions are not for the Mayor and Greater London Authority (GLA) alone to consider, but for all those who are engaged in the food system in London. A full action plan will need to be drawn up as described under the 'Next Steps' section.

1: Ensuring commercial vibrancy

Ensuring the commercial vibrancy of the food sector offers benefits across every aspect of London life. A food sector that is robust and diverse will provide a rich range of employment opportunities, generate income and guard against vulnerability. It will also contribute to some of the other health, cultural and social goals of the Strategy. The long-list of areas for action is as follows.

- Consideration will be given to the role that the public sector can play in helping to facilitate more **producer collaborations** and **logistics and distribution partnerships, to help smaller producers to compete in the market, and to encourage new entrants**
- Consideration will be given to the role that the public sector can play to support market and product **innovation**, and the promotion of 'direct selling' initiatives
- Directing better the existing resources available for business **support for specialist food manufacturers and processors**, particularly on consumer market trends and collaborative working, and particularly for small and medium sized enterprises (SMEs) that reflect London's diverse communities
- Planning and development support for identifiable and beneficial economic **food clusters** in London, such as restaurant clusters in Brick Lane and China Town, or manufacturing clusters at Park Royal, as well as continued support to London's many town centres
- Balanced use of the **spatial planning system** to support the differing needs of retailers of all sizes, including markets, so as to support the overall objectives of the Food Strategy
- **Better provision of training**, particularly in nutrition and health issues, for food retail and manufacturing employees, particularly across smaller enterprises, where this is possible
- **Better promotion of food tourism and food culture**, domestically and internationally – in particular by strengthening this aspect of London's brand through Visit London's marketing and promotional activity.

2: Securing consumer engagement

Without the engagement, enthusiasm and awareness of Londoners, the benefits of an improved food system will not be felt and their considerable influence as consumers will go untapped. Enabling positive behaviour change and promoting consumer choice are a fundamental part of this strategy. Awareness alone does not necessarily lead to sustained behaviour change. Londoners need to be enabled to put their intentions into practice. The long-list of areas for action is as follows.

- Explore the feasibility of a **London 'Reward Card' scheme** that encourages healthy and sustainable food choices
- In partnerships across the public and private sector, conduct a **high profile campaign** aimed at Londoners, based on research into the most effective communication methods. This should be public health-led, aimed specifically at promoting healthy foods, safe drinking and preparation methods and possibly linked to the 5-A-Day programme. The campaign should also incorporate food quality, tourism, enjoyment and the promotion of existing London success and will need carefully to take account of the needs of London's diverse communities
- Engage the **large London retailers to promote healthy eating choices** that offer them market opportunities
- Promote and **expand opportunities for small-scale food production** for individuals and communities through gardens, orchards, schools, allotments and parks and open spaces
- Promote and **support London food events and festivals** that celebrate the quality and diversity of food in London and ensure that food plays a stronger role in the wide range of other events and festivals held across London every year
- Provide **support for pregnant mothers and those with infants** as part of a wider health advice package by engaging GPs, Sure Start schemes and piloting personal health advisors

3: Levering the power of procurement

The public sector in England spends £1.8 billion on food and catering services. Providing appropriate services to increase the opportunities for domestic producers to compete for this business has the potential to support London's food economy, to reduce the environmental impact of London's food system and to contribute to the improved health of Londoners. Although the needs of the private and public sectors are very different, the scale of the potential positive impact is such that both must be involved. The long-list of areas for action is as follows:



- **Develop public procurement support services and tools** for both procurement officials specifying food-related contracts and those organisations seeking to access the contracts
- Encourage **exemplar procurement practices within the GLA family** on food issues
- Continue to **increase the amount of organic and local food provided through public sector services** in London in response to growing consumer demand
- **Improve smaller producers' access to public and private sector contracts.** The ability of producers to engage in greater collaboration and co-operation is important and networking events between producers and procurement officials in London should also be developed.



4: Developing regional links

London has a strong regional, and indeed national, presence and role. There is a need to recognise and improve the ability of producers and manufacturers from all over the UK to access the London market. Reconnecting producers with consumers in London will not only provide environmental benefits but will also provide regional and national economic benefits. This will require **demand** for products from outside of London, the ability to **distribute** those products and the **retail opportunities** to facilitate their sale to Londoners. The long-list of areas for action is as follows.

- **Encourage innovation among producers** to meet the demand from London's consumers through, for example, product diversification (such as ethnic foods), organic food production, ensuring high standards of production and quality and promoting biodiversity
- Encourage **producer collaboration and cooperation** in order to share ideas, marketing costs, fund product innovation and enable access to public and private sector procurement contracts
- Research the feasibility of developing a **secondary food hub** that operates in parallel to the mainstream distribution network and enables smaller farms to share resources in order to access the London market. This research should take account of London's existing wholesale markets at New Covent Garden Market, Billingsgate, Smithfield, Spitalfields and Western International

- Encourage, co-ordinate and broker – as appropriate – **local and sub-regional logistics partnerships**
- **Promote opportunities for producers to sell into the London market**, through a mix of direct selling; selling to London's restaurants and independent stores; and, crucially, sales to the major retailers.

5: Delivering healthy schools

Schools have a fundamental role in the food system in London: they have the opportunity to provide pupils with healthy meals at least once a day; they can educate children about food, nutrition, healthy eating and the environment; they can equip children with the skills they need to make informed choices and prepare their own food and they can enable children to educate and pass on knowledge to their parents and peers. The long-list of areas of action is as follows.

- Support the education system in **increasing the time spent on cooking and food education** in schools, which may include work to revise the National Curriculum as well as specific support for individual schools and teachers
- **Research and promote the positive benefits of nutritious food for children**
- **Improve the nutritional quality of school meals** and the number of pupils eating them, targeting barriers such as training for catering staff, catering facilities, political will and overall budget allocations



- **Improve children's access to healthy, quality food outside of school meals** by improving the provision of fresh fruit and access to fresh water in schools; support and piloting the introduction of green/healthy vending machines; and establishing/expanding school breakfast clubs
- **Increase the number of schools taking part in farm/city farm visits**

6: Reducing food-related waste and litter

Food-related waste, which consists of both packaging and organic waste, has significant environmental, economic and health impacts. Two areas of intervention are called for – waste reduction/re-use and secondly, recycling. Within these two broad categories, the long-list of areas for action is as follows:

- Continue to **expand and improve recycling services** in London. The Mayor has already committed to promoting home and community composting and exceeding Government household waste targets through the Municipal Waste Management Strategy
- **Establish kitchen waste collection schemes.** This will require further work by the London Boroughs to engage households, expanding collection services and, crucially, installing the infrastructure required to support the processing of such waste
- **Research the attitudes, awareness and behaviours of Londoners** towards food waste and explore the effectiveness of incentives to reduce food waste
- **Encourage composting and/or recycling by London's major food markets**
- **Pilot initiatives with major retailers in London to reduce packaging** and, in particular, trial charging for plastic bags

04 Next Steps



The Food Strategy sets out the long-term objectives for London's food system but it will not achieve those objectives unless its ideals are acted upon. Developing and costing a detailed action plan and securing the resources and stakeholder buy-in for effective implementation will be crucial if the Strategy is to be a success.

A programme of projects to address the Strategy's key objectives is being developed.

The Strategy commits implementation partners to developing:

- a full action plan to address the Strategy's action areas;
- realistic and appropriate targets;
- full engagement with major partners and funders.





Find out more

For more information on Mayor's Food Strategy, visit www.londonfoodstrategy.org.uk

Get involved

To express an interest in future Food Strategy projects and initiatives, email: www.lda.gov.uk/londonfood

Credits

Front cover Apples from Notting Hill Farmers' Market*

Page 1 The Mayor of London
Copyright Lianne Harris

Page 8 St Paul's*

Page 10 Borough Market*

Page 13 Locally supplied fruit and vegetables at Lambeth, by Sara Hannat

Page 14 West Brompton Hospital Kitchen*

Page 17 Lambeth College

Page 17 Neals Yards Dairy – Covent Garden

Page 18 & 19 Morden Mount Primary School, Greenwich*

Page 22 The Food Co-op, Ferrier Estate, Greenwich*

*photographs by Josie Macdonald

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Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، الرجاء الاتصال برقم الهاتف أو الكتابة الى العنوان أدناه:

Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি (কপি) চান, তা হলে নীচের ফোন নম্বরে বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

Chinese

中文
如果需要此文檔的您的母語拷貝，請致電以下號碼或和下列地址聯係

Greek

Αν θα θέλατε ένα αντίγραφο του παρόντος εγγράφου στη γλώσσα σας, παρακαλώ να τηλεφωνήσετε στον αριθμό ή να επικοινωνήσετε στην παρακάτω διεύθυνση.

Gujarati

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.

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Hindi

यदि आप इस दस्तावेज़ की प्रति अपनी भाषा में चाहते हैं, तो कृपया निम्नलिखित नम्बर पर फोन करें अथवा दिये गये पता पर सम्पर्क करें।

Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫ਼ੋਨ ਕਰੋ ਜਾਂ ਹੇਠ ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

Turkish

Bu broşürü Türkçe olarak edinmek için lütfen aşağıdaki numaraya telefon edin ya da adrese başvurun.

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اگر آپ اس دستاویز کی نقل اپنی زبان میں چاہتے ہیں، تو براہ کرم نیچے دیئے گئے نمبر پر فون کریں یا دیئے گئے پتہ پر رابطہ قائم کریں۔

Vietnamese

Tiếng Việt
Nếu bạn muốn bản sao của tài liệu này bằng ngôn ngữ của bạn, hãy gọi điện theo số hoặc liên lạc với địa chỉ dưới đây.

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FOOD STRATEGY IN SOUTHWARK

Areas of particular interest:

- Local supply
- Fair Trade Food
- Organic

Stores being looked at:

- Tesco
- Sainsbury's
- Somerfield

TESCO: Local Supply

“We are proud to stock local products and to work with local suppliers. But we know, because our customers and suppliers tell us, that we can do more - both to celebrate the local products and suppliers that we have, and to make it easier for more local products and suppliers to reach us and our stores.”

“we plan to roll out to all parts of the UK our highly successful local buying programme in Scotland and Northern Ireland, where we have hundreds of local suppliers providing us with thousands of products.” *Tesco Local Sourcing Team*

E.g.: Tesco cheese challenge gives smaller British Cheese makers the opportunity to develop a new cheese for the market or to expand the distribution of their existing cheese. On 11th June 2009, the final judging of the Tesco Cheese Challenge together with the Awards Ceremony and Celebration Lunch was held at the Bluebird on London's fashionable King's Road, Chelsea. In 2009, the Tesco Cheese Challenge celebrated seven years of seeking out innovative, excellent British cheeses. The competition forms part of Tesco's commitment to UK Farming and also facilitates the building of relationships between local suppliers and the Tesco Regional Buying Teams. This year, the categories were amended slightly to widen the appeal of the competition to as many small cheese producers across the UK as possible. “We play our part in supporting UK farmers to meet these challenges by working with the industry to help it to grow in existing and new markets. For example by working with UK growers to extend the growing season so that we are able to sell more British produce throughout the year.”¹

WHY DON'T YOU DO MORE TO PROMOTE LOCAL PRODUCTS IN STORE?

“We already offer 7,000 regional lines including 600 Welsh lines, 1,500 Irish lines and 1,000 Scottish lines. We have dedicated buying teams in Scotland, Wales and Northern Ireland, whose task it is to seek out and develop relationships with suppliers. We have also invested in new technology to enable our growers to supply us for more of the year. Examples include

¹ <http://www.tescofarming.com/v2/faq.asp>

cucumbers, strawberries and asparagus. We have ambitious plans for the future to improve our local offering still further. We have recently announced that we will be hosting open days where small suppliers can meet our buyers. Our aim is to sell more local and regional lines than you will find in any other store".²

"We have ambitious local sourcing targets to build on our existing range of locally sourced products and plans to promote local food in our stores still further."

Tesco is on course to generate more than £500 million from the sale of locally produced food and drink this year as Britain's biggest retailer cashes in on a surge in demand for regional products.

Sales of locally sourced goods such as bread, meat, apples, eggs and rape-seed oil have risen by 40 per cent at Tesco this year as increasing numbers of consumers shun big brands.

Tesco launched its local sourcing initiative last year and at present stocks 3,000 regional product lines around Britain.

TESCO: FAIR TRADE;

Stock over 90 Fair-trade lines, of which 14 lines are own-brand, including roses, mangoes, avocados, citrus fruits and cookies. This year we have achieved a 60% increase in Fair-trade sales. Our customers now buy 1 in 3 Fair-trade products sold in UK supermarkets. We supported the Fair-trade Fortnight in March 2005 by raising customer awareness through in-store promotions and by inviting local Fair-trade groups to hold food tastings and talk to customers about Fair-trade in our stores.

TESCO: ORGANIC FOOD;

Tesco Organic food range has restricted the amount of chemicals and additives used to produce them. Tesco now stocks over 1200 competitively priced organic foods, from fruit and vegetables to meat, dairy and drinks.

² See above footnote

SAINSBURY'S: LOCAL SUPPLY:

'Supply something new' is an innovative new scheme from Sainsbury's, in partnership with Food from Britain, that makes it easier for small and medium-sized suppliers to showcase their products.

"We will source great tasting British products when in season, wherever these meet our customers' expectations for quality and authenticity".

SAINSBURY'S FAIR TRADE:

Sainsbury's currently offers over 700 Fair-trade products and now sell more Fair-trade bananas than all other major UK supermarkets combined. 95% of own brand tea is Fair-trade and are currently working to convert the remaining tea to Fair-trade. We are on track for 100% of our own brand tea and roast and ground coffee to be Fair-trade by 2010.¹

'Working Together' is our legally binding code of commercial practice. It fully incorporates the Office of Fair Trading's Supermarket Code of Practice (SCOP) and also the **Ethical Trading Initiative** (ETI) Base Code. We have been applying Working Together since 2000, when it was the first voluntary code of its kind in the supermarket sector. We are again updating Working Together to reflect changes in the extended Groceries Supply Code of Practice (GSCOP). Our trading colleagues are equipped with further specific guidance, which fully incorporates the SCOP.²

The Sainsbury's Fair Development Fund' will be used to support a number of Fair-trade initiatives over a four-year period. The fund is hoped to provide a major boost to the livelihoods of producers, especially in Africa, who are not yet participating in the Fair-trade system, and through this grant will be supported in entering the Fair-trade system.

The fund, run by Comic Relief, and financed by Sainsbury's, aims to create a broader and more collaborative way of supporting Fair-trade. A major aim of the fund is to enable producers in some of the poorest developing countries, to meet the Fair-trade standards so they can start selling internationally on fairer terms. The fund will help in developing sustainable solutions through new Fair-trade initiatives.

The Sainsbury's Fair Development Fund will concentrate on enabling farmers to find new routes to market that give them a better deal. The fund also means more of the world's disadvantaged/marginalised producer communities will have the opportunity to receive the benefits Fair-trade can offer, such as a social premium to invest in long term benefits such as education and health.³

SAINSBURY'S ORGANIC FOOD:

Sainsbury's helps farmers who want to convert to organic with their '**Farm Promise**' milk scheme. Farm Promise Milk is also produced from cows fed on a non-GM diet. This milk, which is not organic, comes from a farm being supported by the consumer and Sainsbury's. For every pack that is bought,

¹ <http://www.j-sainsburys.co.uk/cr/index.asp?pageid=36>

² <http://www.j-sainsburys.co.uk/cr/index.asp?pageid=33>

³ http://www2.sainsburys.co.uk/food/foodandfeatures/suppliers/fairtrade/fair_development_fund.htm

the farmer receives 5p more than for standard milk, which covers all their costs during this process. Sainsbury's works directly with farmers to encourage them to undertake the change to organic farming. (Sainsbury's are already committed to supporting British organic farming - 100% of Sainsbury's SO organic Milk, eggs, yogurts, poultry, pork and beef are sourced from Britain).

'Radical rethink' needed on food

By Mark Kinver

Science and environment reporter, BBC News

A "radical rethink" of how the UK produces and consumes its food is needed, Environment Secretary Hilary Benn has warned.

He was speaking at the launch of the government's assessment of the threats to the security of what we eat.

The UK's food supply is fairly secure, but he warned that climate change and population growth could damage this.

Producers, supermarkets and consumers are invited to suggest how a secure food system should look in 2030.

Some of the findings from the consultation are expected to be published in the autumn.

As well as launching the consultation process, the Department for Environment, Food and Rural Affairs (Defra) has published a scorecard-style assessment of the current state of the UK's food supply.

" We are going to have to get used to less choice, and we are going to have to eat differently "

Professor Tim Lang, Food policy expert

"It is to stimulate a debate within the UK on what a food policy should be, and how do we define and look at food security more broadly," said Defra's chief scientific adviser Professor Robert Watson.

"Food is absolutely essential, and over the past few years we did see a food price increase - not only in the UK, but across the globe," he told BBC News.

"We think it is time to have a debate with consumers, farmers, the private sector... on what the food policy should be for the UK.

"We are clearly food secure in the UK today," he observed. "We produce about 60-65% of our own food [and] import about 20% from Europe.

"So the [test] for us will be, as the Earth's climate changes, what will be the challenges not only in the UK but throughout the world?" [HAVE YOUR SAY](#) More needs to be done to promote natural ways of growing food. It needs to be sustainable, seasonal and fresh **Rui De Sousa, London**

Environment Secretary Hilary Benn said while Britain was more self-sufficient now than it was in the 1930s and 1950s, everyone had to start thinking ahead about how to produce more using less water and less fertiliser.

He said last year's sudden jump in the price of food and oil, which most fertilisers are based on, was a "wake-up call".

"We saw last year when the oil price went up and there was a drought in Australia, which had an impact on the price of bread here in the UK, just how interdependent all these things are," he said.

"We have to feed another two and a half to three billion mouths over the next 40 to 50 years, so I want British agriculture to produce as much food as possible."

He also encouraged British consumers to buy more UK-grown produce and called for a re-think on best before or sell by dates to reduce waste.

Food for the future

Today's food security assessment focuses on six areas, including global availability, UK food chain resilience and household food security.

It assesses the current situation in each area, and the likely situation in 5-10 years time.

One sector identified as "very unfavourable" and showing no sign of improving is global fish stocks.

Yet other areas, such as the diversity of the UK's suppliers of fresh fruit and vegetables are deemed "favourable" and likely to improve even more.

In July, the Sustainable Development Commission - the government's environmental watchdog - warned that the current food system was failing.

In its report, the commission warned that the current approach was a major source of greenhouse gas emissions, and paid little attention to soil quality and water use.

Responding to the Defra publications, the British Retail Consortium said that any strategy had to be centred around consumers.

"Without their buy-in, no plan will work," said food policy director Andrew Opie.

"We do need a sustainable supply chain, but retailers do not need government statements to wake them up to these issues, they are already taking action.

"What we need is joined-up policy with government agreeing what it wants from food across all its departments and agencies."

Story from BBC NEWS:
<http://news.bbc.co.uk/go/pr/fr/-/1/hi/sci/tech/8189549.stm>

Published: 2009/08/10 10:34:33 GMT

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