



LONDON
DEVELOPMENT
AGENCY

Healthy and Sustainable Food for London

The Mayor's Food Strategy
Implementation Plan
September 2007

Contents

| | | |
|-----------|--|-----------|
| 01 | Introduction | 03 |
| 02 | Who will deliver the strategy? | 07 |
| 03 | From strategy to action | 11 |
| | Ensuring commercial vibrancy | 13 |
| | Securing consumer engagement | 14 |
| | Levering the power of procurement | 15 |
| | Developing regional links | 16 |
| | Delivering healthy schools | 18 |
| | Reducing food-related waste and litter | 19 |



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The Queen Elizabeth Hall ...
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Mayor's foreword

This implementation plan sets out the effort required by a variety of organisations and individuals in order to develop London's food sector in a way that contributes to achieving my vision of London as a sustainable world-class city. I want to promote diverse and healthy diets among Londoners, capitalising on the amazing array of cuisines that have become established through London's long history of being open to the world. Greater demand for fantastic, healthy food on the plate can be linked to improvements in the way in which food is produced and distributed. Priority projects include work to reduce the impact of the food system on climate change, increase the amount of seasonal, locally-sourced food in London, divert commercial food waste from going to landfill and celebrate the diversity of London's food cultures in ways which will also help to strengthen the capital's economy.

Ken Livingstone, Mayor of London

01 Introduction



The Mayor's Food Strategy, Healthy and Sustainable Food for London, published in May 2006, sets out a vision for a world-class, sustainable food system for London.

This implementation plan sets out how the Mayor's vision for a healthier London can be achieved, through work taken forward by the London Development Agency and its partners.

The food strategy is organised around a range of themes covering the main issues that both impact on, and are affected by, the food system in London:

Health and health inequalities

Once the Greater London Authority Bill, currently before Parliament, is enacted, the Mayor will have a new statutory duty to reduce health inequalities. The role that food plays is vital, as diet is a critical determinant of health. Further progress is required in improving Londoners' diets and in tackling the wide health inequalities that persist in part because people struggle to access affordable nutritious food.

Environment

Action is needed to lessen the negative contribution made by food distribution and consumption on climate change, along with reducing other environmental impacts of the food system, such as reducing the amount of waste going to landfill.



Economy

The food sector is a significant part of London's economy and must be able to adapt to the emergence of new markets caused by technological advancements and changing consumer trends.

Cultures

Food plays a central role in the lives of all of London's communities. Furthermore, much of London's appeal is due to the broad array of cuisines that the city offers, making food an important element of London's tourism offer.

Food security

London's food system must be able to withstand an emergency or crisis event, and ensure that food and drink offered in the capital is always fit for consumption

Further information on the strategy and its implementation is available at www.londonfoodstrategy.org.uk



“Through this programme of priority projects, and the whole of London Food’s activity, we aim to give Londoners more options of healthy affordable food – not only in food shops, markets and restaurants but also in schools and hospitals. At the same time, we aim to reduce the harm caused to the environment by London’s food system and, instead, foster a food system, which positively benefits the environment. This programme will also strengthen London’s food supply system and lessen its vulnerability to crisis. It will support the exciting diversity of food in the capital which has such an important role to play culturally and in the economy.”

Jenny Jones

02

Who will deliver the strategy?



London's food system is complex and this is reflected in the range of projects and initiatives that are already being used to improve London's food. The food strategy incorporates a wide range of these projects as well as developing new initiatives to complement and build upon existing approaches. London Food is a partnership body that provides a focus for this activity across London. This and other partnerships encompass the public, private and third sectors, including supermarkets and small and medium enterprises, at regional, local and community level.

The London Development Agency is committed to spending at least £3.8m over the three financial years to March 2009 to deliver projects linked to the

priority action areas of the food strategy. The projects captured under the strategy range from project ideas to those being fully implemented. Some of the projects continue to seek partners and/or funding for implementation.

There are **six main project partners** responsible for delivering the projects outlined in the implementation plan.

London Development Agency
Sustain/London Food Link
Government Office for London
London Councils
Regional Public Health Group for London
Greenwich Co-operative Development Agency

The Mayor established the London Food Board in 2004 to lead on food matters in the capital. London Food will oversee the delivery of the strategy and hold partners to account.

London Food

Chair

Jenny Jones

London Assembly Member

Alison Wheaton

Mitchell & Butlers

London Development Agency

Board Member

Anne Dolamore

Sustain/London Food Link

Cheryl Cohen

London Farmers' Markets

Claire Pritchard

Greenwich Co-operative

Development Agency

Sir Don Curry

Chair

Sustainable Farming & Food

Implementation Group

David Smith

City of London Corporation

Eric Samuel

Community Food Enterprise

Newham

Geetie Singh

Sloeberry Trading Ltd

Henrietta Green

Food Lovers' Fairs

Jenny Bates

Friends of the Earth

Jenny Usher

Farmer

Dr Ken Ife

African Caribbean

Business Network

Laura Butterfield

Unison

Dr Maggie Barker

Regional Public Health

Group London

Dr Martin Caraher

City University

Cllr Neil Wilson

London Councils

Dr Penny Bramwell

Government Office London

Richard Hallett

Ferndale Foods

Mark Watts

Mayor's Office

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“London deserves a world-class food system with a vibrant, healthy and sustainable economy. I am confident that these projects will contribute to the food sector’s continued sustainable development.”

Mary Reilly

03

From strategy to action



The strategy highlights the importance of prioritising actions to ensure that effort is targeted where it is most needed in order to achieve the vision of **Sustainable and Healthy Food for London**. Six priority action areas have been identified, these are:

- ensuring commercial vibrancy;
- securing consumer engagement;
- leveraging the power of procurement;
- developing regional links;
- delivering healthy school meals; and
- reducing food-related waste and litter.

Actions for each of these action areas – all of which are considered to be of equal importance and need to be pursued in parallel – are set out below. As this is a Greater London Authority-group document, there is more detailed information provided for London Development Agency-led projects. Further information on the projects led by other organisations can be obtained from the partner agencies.

Ensuring commercial vibrancy

Priority action

London Food Events (London Development Agency)

Anticipated budget £220,000

A series of London food events and festivals that celebrate the quality and diversity of food in London will be supported, alongside parallel work to ensure that food plays a stronger role in the wide range of events and activities held across London every year. These will help to showcase healthy food and provide information about healthy diets and sustainable food production, distribution and waste. In particular the project will target areas in which diet related illness is high through a series of small grants to fund activities and events in deprived areas.

Why are we intervening?

A food sector that is diverse, robust and vibrant will provide a rich range of employment opportunities, and generate income in a variety of ways. It will also help increase London’s food security – a system that is too rigid, or too dependent on a narrow base will not be sufficiently resilient in the event of an emergency.

Food events are one of the most tangible and accessible ways to engage people around healthy and sustainable food issues. These events will support communities to increase their enjoyment of healthy, sustainable food and will help to

improve the economic vibrancy of local businesses. This project will contribute to providing information and education that will improve the diet and health of Londoners as well as reducing the environmental impact of London food system.

Targets

At least one high profile, large event in London to promote the objectives of the London Food Strategy

Key milestones

| Milestone | Date |
|--|-----------|
| Contract an organisation to supply small grants to people and organisations in order to take part in or hold events and activities | 2007/08 |
| One large event or series of high profile events held (in partnership with Events for London) | 2007–2009 |
| Workshops for businesses that serve food to tourists and support for a network of these businesses | 2007/08 |

Further actions by London Food partner organisations

Sustainable food into restaurants (London Food Link)

Aims to increase the proportion of local, organic, and fair trade food procured and offered by London’s restaurants

London-wide social enterprise support programme (Greenwich Co-operative Development Agency)

Consultancy service for social enterprises

Growing exotic foods (Sustain)

To trial commercial growing of exotic foods in/around London

Flavours of London (London Food Link)

A consortium of caterers offering sustainable and culturally diverse cuisines that will work collaboratively, build capacity to take advantage of event catering opportunities and do business outside their core communities

Sustainable food into multicultural businesses (London Food Link)

Aims to increase the proportion of local, organic and fair trade food produced and consumed by London's diverse ethnic communities

Securing consumer engagement

Priority action

Consumer Engagement / Social Marketing Programme (Regional Public Health Group)

A high profile communications campaign will promote healthy food, safe drinking and preparation methods. This will be aimed at Londoners and be based on research into the most effective communication methods.

Why are we intervening?

Engagement and heightened awareness will mean that Londoners will be more likely to choose, prepare and consume foods that will benefit their health and will be more likely to exert their influence as consumers – upon producers, manufacturers and retailers – to engender sustainability across the food system in London and beyond.



Awareness raising and education, particularly around health issues can enable Londoners to understand food issues. This project also has the objective of increasing consumption of fruit and vegetables amongst population target groups and contributing to halting childhood obesity.

It is important to acknowledge that awareness alone does not necessarily lead to sustained behaviour change. Londoners' ability to put their intentions into practice can be limited by their inability to prepare or cook food, and in some cases to grow food. Further activities will address this aspect.

Further actions by London Food partner organisations

Local engagement through Local Area Agreements (Regional Public Health Group)

Work through Local Strategic Partnerships to ensure priorities for food and obesity feature in Local Area Agreement process

Understanding the barriers to accessing a healthy diet for older people (Greenwich Co-operative Development Agency)

Pilot project to tackle community diet and malnutrition in older people

Food growing project (GCDA)

Focus on older people being engaged with allotments and community food growing projects

Levering the power of procurement

Priority action

Public Sector Food Procurement Initiative (Government Office for London)

Sustainability issues will be embedded into local authority and Primary Care Trust contracts alongside work to increase the capacity of local suppliers to meet demand. Working initially with two local authorities, public sector organisations will be supported to produce new catering contracts that incorporate sustainable procurement criteria.

Why are we intervening?

The public sector in England spends £1.8 billion per year on food and catering services. Providing appropriate services to increase the opportunities for domestic producers to compete for business has the potential to support London's food economy, to reduce the environmental impact of London's food system and – both directly and indirectly – contribute to the improved health of Londoners.

The procurement requirements, incentives and the legal framework within which the private sector operate are very different to the public sector. Nonetheless, the scale and scope of the potential impact is such that private sector procurement practices will also be targeted through further projects.

Further actions by London Food partner organisations

Good Food on the Public Plate (Sustain)

Working primarily with hospitals across London to increase levels of sustainable procurement

Events and catering best practice (Greenwich Co-operative Development Agency)

Produce public sector procurement guidelines for healthy and sustainable food in partnership with Greenwich Primary Care Trust

2012 Olympic and Paralympic Games (London Development Agency)

Working group to assess the scope for increasing the supply of healthy, sustainable food at the 2012 Olympics

Local procurement projects (Greenwich Co-operative Development Agency)

GCDA and Community Food Enterprise are working to procure produce from local and regional farmers and supply it to locally based community projects and shops

Food and health in 2012 delivery plans (Regional Public Health Group)

Ensure that healthy food is a core part of the London Health 2012 Delivery Plan

Developing regional links

Priority action

Local Food Infrastructure Project (London Development Agency)

Anticipated budget £1,500,0000

Work will be undertaken with one or more of London's wholesale markets along with producers and customers at different stages of the supply chain in order to build the capacity for local, regional and sustainable food to be supplied into London. This will involve activities to help wholesale markets to modify their practices in order to meet the demand for and supply of sustainable food. This project will be supported by a range of complementary measures including working to establish a sustainable Local London food brand; increasing sustainable procurement by food access projects in London and making food transport more sustainable.

Why are we intervening?

A key area of market failure for local and sustainable food is imperfect information. Firstly, this prevents suppliers establishing cost-effective networks in order to respond to consumer demand, and secondly prevents consumers from making informed decisions about the environmental, social and economic costs and benefits of the food they buy.

This is an interconnected issue and therefore requires a series of complementary interventions – to improve the access producers have to the London market, there must be demand for their produce; they must

be able physically to distribute their produce to London; and there must be retail opportunities for selling the produce once it gets here.

Reconnecting producers with consumers in London will not only provide environmental benefits from reduced transport, but will also provide regional and national economic benefits; benefits locally to the farming community and improved access to fresh produce for Londoners.

Targets

15% increase over project lifetime compared to baseline figures in the volumes of locally- and regionally-sourced sustainable food sourced by partner wholesale markets

Key milestones

| Milestone | Date |
|---|---------|
| Begin work to support wholesale markets | 2007/08 |
| Support to existing Public Sector Food Procurement work | 2007/08 |
| Development of “local-to-London” brand | 2007/08 |
| Sustainable Supply Chain project commences | 2008/09 |
| Begin work with food access projects | 2008/09 |

Further actions by London Food partner organisations

Regional food group (London Food Link)

To promote and raise the profile of food produced in and around London to public and private sector purchasers in London

London food access forum (Sustain)

Communication between members of the forum’s networks in order to promote joint working

London Food Link network – (London Food Link)

The network facilitates London’s food organisations and interested parties to communicate on sustainable food in London

Greenwich community food co-ops (Greenwich Co-operative Development Agency)

Improve existing and open more street-based stalls to revive local community and provide access to healthy food



Delivering healthy schools

Priority action

Good Food Training for London (London Development Agency and Greenwich Co-operative Development Agency)

Anticipated budget £970,000

Training and skills programmes in procuring, preparing and cooking healthy and seasonal food will be delivered to public sector catering staff and procurement managers in schools and hospitals, through dedicated training centres across London. The pilot project can then be rolled out across other London training centres. A key driver is to develop the skills of public sector caterers to ensure that quality, healthy food is served consistently.

Why are we intervening?

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 equip children to educate and pass on knowledge to their parents and peers.

For many people in schools and hospitals, the food provided by these public sector organisations is their only hot, nutritious meal of the day. This is especially true for young children living in poverty and the elderly who tend to be the main recipients of hospital food after the

staff. The programmes will also deliver a step change in the purchasing of food within the public sector.

Targets

Over 1,000 people will be trained in the pilot boroughs

Key milestones

| Milestone | Date |
|--|-------------------|
| Recruitment to sustainable food procurement post to begin engagement of hospitals | 2006/07 – 2008/09 |
| Design and Equip training centre (including co-ordination) | 2006/07 – 2007/08 |
| Securing relevant training courses, including designing the package of training to suit the particular user groups – NVQ level | 2006/07 |
| Supporting measures (implementing management staff to oversee the centre, marketing, brand image, publicity) | 2006/07 – 2008/09 |
| Research report to evaluate and make recommendations | 2007/08 – 2008/09 |

Further actions by London Food partner organisations

Delivering healthy eating strand of healthy schools standard (Regional Public Health Group)

Working with Healthy Schools Partnerships to assist and accelerate progress by schools towards the Healthy Eating Theme of Healthy Schools Status, including support on whole school food policies and meeting the new school food standards

Children's Food Campaign (Sustain)

Policy issues relating to children and healthy food

Reducing food-related waste and litter

Priority action

Strengthening London’s Commercial Food Waste Supply Chain (London Development Agency)

Anticipated budget £150,000

The project will facilitate the development of markets for London’s food-related waste through supporting at least one pilot food waste collection scheme. Areas targeted for assistance include supply chain management and customer recruitment. The project will, in defined geographical areas, engage commercial outlets from small food businesses to supermarkets that generate food waste through selling, preparing and serving foodstuffs. The project will be based on current national and international best practice for food waste collection processes.



The project will link to other waste initiatives in London and in particular the generation of biofuels. For example, the London Development Agency, the London Climate Change Agency and London Remade are working with the private sector on a project identifying sites for non-combustion commercial and industrial waste for energy projects in London.

Why are we intervening?

The production of food-related waste has significant environmental, economic and health impacts. Food-related waste includes two key elements: packaging waste and organic food waste. These elements require different approaches to tackle them. There is a need to consider both household and commercial waste streams and to adopt two key waste interventions: waste reductions/re-use and recycling/composting.

Consultation showed that investors have begun to finance the processing infrastructure needed in order to divert commercial waste from landfill, however, the supply side (types and quantities of food waste available, collection systems, support and training, contract development) is poorly developed. Intervention is therefore needed to bring the material to market, providing a catalyst for further investment in processing infrastructure. Without the processing infrastructure in place to separate and collect food waste from the commercial sector, it is unlikely that new waste processing technologies will be realised in London. This will

have the overall effect of reducing the quantities of commercial food waste being disposed of to landfill and incineration.

Targets

To be informed by the business case. It will include business support, jobs created, landfill diversion – CO₂ savings (include methane)

Key milestones

| Milestone | Date |
|--|---------|
| Tender for research and business case design | 2007/08 |
| Expression of interest for grant funding to develop food waste collection business | 2007/08 |
| Identify interim recipient(s) for reprocessing of the food waste whilst the pilot is carried out | 2007/08 |
| Delivery of business support | 2008/09 |
| Evaluation of pilot | 2008/09 |

Further actions by London Food partner organisations

London boroughs food waste collaboration (London Councils)

Working with London boroughs to facilitate joint action on tackling food waste issues, especially kitchen waste composting

Towards a greener food and drink sector (London Food Link)

Working with London Sustainability Exchange to help food and drink businesses to reduce resource use through upskilling in better waste management and more efficient use of resources, procurement of food from sustainable sources and promoting healthy eating

Find out more

For more information about the Mayor's Food Strategy Implementation Plan, contact

londonfood@lda.gov.uk

www.londonfoodstrategy.org.uk

Other languages and formats

This document is also available in large print, braille, on disk, audio cassette and in the languages listed below. For a copy, please contact:

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Arabic

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Bengali

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বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

Chinese

中文
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Greek

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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.

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

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Turkish

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Urdu

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یا دیئے گئے پتہ پر رابطہ قائم کریں۔

Vietnamese

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liên lạc với địa chỉ dưới đây.

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