

MAYOR OF LONDON



CAPITAL OF FOOD: TEN YEARS OF LONDON LEADERSHIP

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FOREWORD



Rosie Boycott © Charles Glover

Every day in London around 30 million meals are eaten. Just think about it: all that food has to be grown, harvested, transported, processed, packaged, sold, cooked, eaten and disposed of. It's one of the daily miracles of modern life. More than half a million Londoners are employed in food businesses that turn over £20 billion every year.^{1,2} Within the capital you can find every diet and cuisine, something we can all be proud of.

But the food system is beginning to wreak havoc on our bodies, our city and our planet. Food-related illnesses are the number one cause of ill-health and premature death in the world.³ Here in London, food-related emissions are the single largest contributor to greenhouse gas emissions, bigger than all modes of transport combined. We throw away a shocking 30% of all the food we buy, even though much of it is still edible. Food banks and food poverty shame our city as does the prospect of a generation of children growing up facing a lifetime of diet-related health problems.

It doesn't have to be like this. Cities have taken leading roles in sorting out hunger

¹ Office for National Statistics, "Business Register and Employment Survey (BRES) Provisional Results," 2014, <http://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/businessregisterandemploymentsurveybresprovisionalresults/2015-09-24>.

² Office for National Statistics, "UK Non-Financial Business Economy," 2013, <http://www.ons.gov.uk/businessindustryandtrade/business/businessservices/bulletins/uknonfinancialbusinesseconomy/2014-11-13>.

³ Global, regional, and national comparative risk assessment of 79 behavioural, environmental and occupational, and metabolic risks or clusters of risks in 188 countries, 1990–2013: a systematic analysis for the Global Burden of Disease Study 2013. Forouzanfar, Mohammad H et al. *The Lancet*, Volume 386, Issue 10010, 2287 - 2323

and food problems in the past, and now we must do it again. There is no single law, or measure, that will, on its own, reform our broken food system. At least 80 changes need to be made before we will create a healthy, robust food system, one in which eating healthily is the easy option.⁴

Ten years ago, a group of passionate people came together to map out a radically different vision for food in London. The members of the London Food Board – chefs, retailers, campaigners, growers and others – are a part of a quiet, though increasingly noisy, revolution in food. Over the past ten years, London has become a place where more people can stroll down the road to a community garden, have lunch gazing at a productive green space and shop at an artisan bakery where they have a heart-warming conversation with a food-loving craftsperson. They can have lower blood pressure due to less salt in their take-out, drink Fairtrade coffee at their meetings, support British farmers, and protect fish stocks in the distant North Sea and Atlantic. Children in London are eating better food and learning how to grow their own. New food businesses are flourishing

and our public institutions are using more sustainable food in their catering.

In the following pages, you'll read about some of the wonderful work the London Food Board and our partners have done over the last decade to foster much needed change. There are countless (and I use that word deliberately) incredible food projects bursting from streets, parks, community centres, markets, homes, schools, cafés, restaurants and hospitals. There is an army of people, supported by brilliant organisations, who understand that food matters, not just for our health and environment, but also for our well-being, our families, our culture and our sense of belonging.

I am really proud of what we have achieved. I hope that you will be inspired to join us in making the next ten years even better.



Rosie Boycott,
Chair of the London Food Board

⁴ Overcoming Obesity: An initial economic analysis. McKinsey Global Institute, 2014. Available at http://www.mckinsey.com/insights/economic_studies/how_the_world_could_better_fight_obesity

INTRODUCTION

The London Food Board is an independent group of experts who work across London's food system. It advises on food in London since the launch of the Mayor's London Food Strategy in 2006. It also helps shape debate on urban food policy issues – in London, the UK and globally.

The Greater London Authority (GLA) food programme has grown in influence over the last decade. The work of its food team complements City Hall priorities reflecting how important food is to health, regeneration, environment, sustainable communities, tourism and opportunities for jobs and growth. With London's population boom set to continue, there needs to be even more focus on food policy work.

Why cities matter for food and food matters for London, by Professor Tim Lang

Cities and urban networks have become so important in food. This is an interesting and relatively new phenomenon.

Throughout our history, the pursuit of the rural has dominated attention. Think of 'Back to the land' in the 1970s, or the rurally-based small towns that were built in the 1920s. Think also of the 'new ruralism' model of the 19th century. This latter movement was a counter to the poverty, squalor and overcrowding of English cities at the time.

Yet here we are in the early 21st century, witness across much of the globe to a renaissance of city food movements. Is this a recognition that the world is now majority urbanised? Yes. But it's more than that, too. Recognition of the fragility of food systems is also a factor. So efficient are just-in-time food delivery systems that it would be easy to destabilise them. So big is the carbon footprint of everyday food in the city that it's easy to forget that what we eat was once grown, mostly outdoors on the land or in seas. So vast is the labour force working in retail and catering industries that we are mostly ignorant of the conditions under which primary products are grown, let alone where they come from. Food comes to us branded, mostly by the last seller or cook. And so in love with cooking are we that it's a televisual sport more than something which oils daily life.

Cities show both the complexity of modern food systems - and their challenges.

That's why the growth of bodies to review, advise, cajole, experiment, and champion how cities could improve their food systems is so important. Cities and towns are where most of the world now lives. We should not be surprised therefore that new organisations try to make sense of the complex but booming food system. I proudly serve on the London Food Board. It is but one of many such bodies which have sprung up across the world in recent decades. We are becoming increasingly aware of the importance of food. It can have a devastating impact on health, environment, economy and culture. It is also such a complex issue we cannot 'let markets decide'.

I arrived in London from the north in 1984. I was taking a year of unpaid leave to work on an earlier version of the board under the old Greater London Council. I'm still here 32 years later! In these years, I've witnessed wondrous change. I was delighted that not long after the GLA was formed in 2000, there was a call for an advisory body to distil thinking on food. The London Food Board has been a pioneer of fresh thinking, imagination and leadership. With few fanfares, it got caterers at the Olympics to serve only sustainable fish. It's championed food growing across the city. It's highlighted the links between health, environment and food work. It's helped two Mayors so far. It has also played a central role in building a World Cities perspective on food by signing the Milan Urban Food Policy Pact in 2015. The London Food Board has shown that food transcends formal party politics.

There is still of course more to do. But well done to the London Food Board,



Professor Tim Lang © City University, London

Assembly Members, Mayor, City Hall staff and London boroughs for the progress already made. Most of all, thanks to the millions of Londoners who have helped so far.

Here's to the next ten years of improvement and engagement.

Tim Lang,
 Professor of Food Policy,
 City University, London,
 Member of the London Food Board



Carolyn Steel courtesy of Carolyn Steel

Hungry London, by Carolyn Steel

How do you feed a city? It's one of the great questions, yet one that we rarely ask. In London, we take it for granted that, if we walk into a café or supermarket, food will be there, having arrived as if by magic. Yet when you consider that London needs all its food to be produced, transported, sold, cooked, eaten and disposed of every day – and that something similar happens for every city on earth – it is remarkable cities get fed at all. In the post-industrial world, it's easy to believe that we've 'solved' the food problem. Nothing could be further from the truth. The hidden costs of industrial food – soil erosion, deforestation, water depletion, carbon emissions, biodiversity loss, pollution, human and animal suffering, obesity and diet-related disease – are some of the most destructive on earth. We are eating ourselves to death; so what can we do about it? The short answer is that we need to value food more. Instead of banishing it to the periphery of our lives,

we need to bring it back to the centre, where it belongs. We need to understand how profoundly the way we eat influences our lives and world. Throughout history, food has shaped our bodies, habits, homes, societies, landscapes and cities. Food is the great connector, and we ignore its power at our peril. By recognising its influence we can use food as a force for good, to create better lives and habitats for ourselves, those who feed us and our fellow creatures. We already live in a world shaped by food; a place we might call sitopia (from the Greek sitos, food + topos, place). Sitopia is really a way of seeing. By acknowledging food's true value, we can harness its power to shape a better world.

Carolyn Steel,
Architect and author, *Hungry City*⁵

⁵ Carolyn Steel, "Hungry City: How Food Shapes Our Lives," 2013, <http://www.hungrycitybook.co.uk/>

CAPITAL OF FOOD: SELECTED HIGHLIGHTS

2006

- London Food Strategy published

2007

- Good Food Training for London starts to train school and hospital caterers in healthy and sustainable food skills
- Ethical Eats kicks off to help 1,000 businesses and community cafés improve their menus and ethical food buying

2008

- London becomes largest Fairtrade City in the world
- Capital Growth campaign for 2,012 new community food growing spaces launched
- London wholesale food markets begin push to promote British and local food
- GLA commissions research into London's carbon footprint from food

2009

- Feeding the 5000 in Trafalgar Square highlights issues of food waste
- London Borough of Newham pilots universal free school meals, soon joined by London Boroughs of Tower Hamlets and Islington

2011

- First Good Food for London report shows what boroughs are doing to support healthy and sustainable food for Londoners
- Food waste hierarchy is devised by Feedback. This is promoted by the Mayor to help businesses follow best practice in food waste reduction, redistribution and disposal
- The Mayor's London Plan recommends support for local markets, diverse and smaller retail outlets, thriving high streets and urban farming. It also highlights the need for the protection and provision of land for community food growing

2010

- Sustainable Restaurant Association launched
 - Capital Bee project begins work to establish 50 community apiaries in the capital
 - Good Food on the Public Plate helps to ensure £1.4m of taxpayers' money is spent on sustainable food for London's public sector during the year
-

2012

- The London 2012 Olympic and Paralympic Games serves British and higher welfare food, Fairtrade products and sustainable fish
- Capital Growth exceeds its target of 2,012 new community food growing spaces in London
- Healthier Catering Commitment launched to improve the quality of food in London's takeaways

2013

- The national School Food Plan published by government
- Urban Food Routes grants and support for small and community food businesses launched
- London supports launch of Sustainable Food Cities network

2014

- First social supermarket in London opens, selling affordable food to people at risk of experiencing food poverty
- Universal Infant Free School Meals introduced in England
- Food Flagships programme launched

2016

- London City Hall first government building in UK to adopt sugar-added drinks levy in café
- JJ Food Service starts to improve the healthiness of ingredients for their 13,000 quick-service food outlet clients in London

2015

- London is one of 117 global cities to sign the Milan Urban Food Policy Pact
- FoodSave helps 170 small food businesses to save 1,450 tonnes of food waste from going to landfill
- First report on London borough action to tackle food poverty 'Beyond the Food Bank'

CHAPTER ONE: SUPPORTING GOOD FOOD BUSINESSES AND JOBS



Judith Batchelar OBE courtesy of Sainsbury's Supermarkets Ltd

I'm sure many will be surprised to learn that the food and hospitality industry is one of the largest in the UK; it's almost as big as the motor and aerospace industries combined. UK consumers spend over £200bn on food, drink and catering every year. The sector contributes over £100bn to the economy and nearly £20bn in exports. It employs around four million people, in close to 200,000 companies - the vast majority of them SMEs.

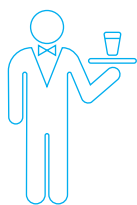
In the past five years, the sector has faced enormous change. More and more people are now eating out of home, and people shop in very different ways. Much more food is now sold online, of course. When people shop in stores they buy smaller amounts, in more visits, at local, smaller, convenience shops.

Here in London, much has been done in the last decade to help showcase the astonishing range of food and drink grown and made here. The Urban Food Awards showcase Londoners' favourite food and producers. The Urban Food Routes programme has supported and

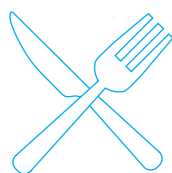
developed sustainable food businesses. City Hall has also hosted events with the British Hospitality Association to help young people into excellent careers in hospitality.

The sector faces many challenges. These include the need for more sustainable and resilient food systems that we can all rely on. We need to make safe, healthy, tasty, food accessible to everyone - whatever their budget. The food system is increasingly global and interdependent, and has as its backdrop climate change. We need to build a strong, diverse, innovative sector. We need consumers to be more connected with where their food comes from. To do these things we must attract and develop young talent and encourage entrepreneurs across the industry. We will work across London to meet these challenges.

Judith Batchelar OBE,
Director of Sainsbury's Brand,
Member of the London Food Board



**Over 1/2
million**
jobs in
London's
food sector⁶



+30,000
food
businesses, of
which 28,900
are micro-
enterprises⁷



£20bn
in turnover
every year⁸



8,000
fast food outlets
in London⁹

⁶ Office for National Statistics, "Business Register and Employment Survey (BRES) Provisional Results".

⁷ Office for National Statistics, "UK Business: Activity, Size and Location" 2015, <http://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/bulletins/ukbusinessactivitysizeandlocation/2015-10-06>

⁸ Office for National Statistics, "UK Non-Financial Business Economy".

⁹ London Health Commission, "Better Health for London", 2014, <http://www.londonhealthcommission.org.uk/better-health-for-london/>

Introduction

Feeding London is a 24-hour operation, supporting hundreds of thousands of jobs and enterprises and pumping billions into our economy. Food is our forte - from street markets to specialist shops to Michelin-starred restaurants. All are a key ingredient of London's cultural scene. More than 38,000 food businesses grow, make or sell food within the capital.¹⁰

Together these businesses turn over £20bn every year¹¹ and most are micro-enterprises.¹² London exports more than £1.8bn worth of food and drink products annually.¹³ Over the last decade, the Mayor's food programme has worked with our partners to support London's vibrant food economy.

Celebrating and growing the best

A growing number of London entrepreneurs have created businesses with healthy and sustainable food at their core. This includes bakers, urban farmers, cheese makers and many others. All are working to make food better for Londoners and the farmers supplying us. Together with London Food Link, part of the charity Sustain, London celebrates these businesses through *The Jellied Eel* magazine and, since 2014, the annual Urban Food Awards. Every

September since 2012, thousands of people have taken part in Urban Food Fortnight, celebrating the best of London-grown and made-food with pop-up events and special menus.

Working with partners, London businesses have been supported in many ways including:

- London Food Link's Ethical Eats project, which has helped over 1,000 businesses to improve their menus, sourcing more ethical and local food.
- The Sustainable Restaurant Association, which has since 2010 promoted businesses which serve good food. It now has over 1,500 members in London.
- Urban Food Routes, funded by the Mayor of London and Seeds of Change©, delivered by The Plunkett Foundation. This has helped over 50 London food businesses develop, expand and engage their communities. This includes businesses like Tottenham's award-winning Wildes Cheese, Dusty Knuckle bakery in Hackney and Cultivate London in west London.

¹⁰ Source: ONS Business Register and Employment Survey. In 2014, there were a total of 506,500 jobs in the food sector in London and total employment (which includes self-employment) was 520,900.

¹¹ Source: Annual Business Survey, data for 2013.

¹² Source: ONS Business Counts – Enterprises. In 2015, there were 35,100 enterprises in the food sector in London, of which 28,900 were microenterprises.

¹³ Source: GLA Economics, June 2013, Working Paper 57 'London's Food Exports' Figures for 2011.

Encouraging jobs in food

The food economy is a major contributor to business and job growth in London. The Mayor of London has funded regeneration schemes across London such as improving street markets and setting up social enterprise cafes, and supported skills development to help people get jobs, apprenticeships and work placements in the food sector. In 2015, for the second year running, City Hall hosted the British Hospitality Association's Big Hospitality Conversation, matching young people seeking careers in hospitality with major employers.

Making our businesses better

Fast food is a large part of many people's diet. London has more than 8,000 fast food restaurants.¹⁴ A typical fast food meal contains nearly 60 per cent of recommended daily calories and half the recommended salt and saturated

fat for adults.¹⁵ Through the Healthier Catering Commitment, London boroughs work with food businesses to make small changes that can make a big difference to the quality of food, and to people's health such as using healthier oils, or offering more grilled choices. Great ideas have involved the community, too, like Chicken Town in Tottenham, part funded by the Mayor's Regeneration team, which promotes healthy, tasty, affordable food for young people.

Food eaten in London does good further afield too. The Fairtrade Foundation's efforts have made London the world's largest Fairtrade City. This means farmers growing much of London's coffee, tea and bananas get a decent income. The Mayor of London funded work by wholesale markets to increase the amount of British food in London (see Increasing British Produce Sold in London, Case Study 2).

¹⁴ London Health Commission, 2014, 'Better Health for London'.

¹⁵ Scourboutakos MJ, Semnani-Azad Z, L'Abbe MR. Restaurant Meals: Almost a Full Day's Worth of Calories, Fats, and Sodium. *JAMA Intern Med.* 2013;173(14):1373-1374. doi:10.1001/jamainternmed.2013.6159.

CASE STUDY 1: Healthier Catering Commitment

London boroughs have a key role to play in helping people enjoy food that is good for their health. In 2012 partners including the London Food Board supported the launch of the Healthier Catering Commitment, run by environmental health teams with support from the Association of London Environmental Health Managers (ALEHM) and the Chartered Institute of Environmental Health (CIEH).

More than 500 cafés and restaurants across London have been accredited through the scheme, helping caterers and businesses make simple changes to cooking processes and ingredients. These small changes can improve diets and save money.

London partners including the GLA worked with CIEH to write a Takeaways Toolkit, helping councils work with food businesses.¹⁶ Several boroughs, including Waltham Forest, Barking and Dagenham and Tower Hamlets, have worked to limit new takeaways opening near schools.

In 2016 the ALEHM joined forces with one of the largest suppliers to the hot food takeaway sector in London, JJ Food Service, to promote the Healthier Catering Commitment and make healthier products more easily available to the quick service restaurants and takeaways they supply in London.

“We are delighted about our partnership with the London Food Board and the Healthier Catering Commitment. Through making some changes to their menus and increasing healthier options available, we want to help fast food businesses to buy healthier products which can have a positive impact on what customers eat.”

Terry Larkin, Group General Manager, JJ Food Service

¹⁶ “Takeaways Toolkit” (Greater London Authority, 2012), <https://www.london.gov.uk/what-we-do/business-and-economy/food/support-and-resources/takeaways-toolkit>



Healthier Catering Commitment Sunrise Cafe © Vibol Moeung

CASE STUDY 2: Increasing British produce sold in London

New Covent Garden Market is the largest fruit, vegetable and flower market in the UK with over 200 businesses employing 2,500 people.¹⁷ The market supplies 40 per cent of fresh fruit and vegetables eaten outside of the home in London.

From 2008 to 2013 the Mayor of London, working in partnership with the National Farmers' Union, funded business development managers at four of London's wholesale markets - New Covent Garden, New Spitalfields, Western International and Billingsgate. This helped to build relationships with British producers and fishermen.

During that time, wholesalers at New Covent Garden Market generated an extra £3m in sales of UK produce and became the first UK market to offer a Red Tractor¹⁸ certified supply chain. Working with British producers is now a standard part of the New Covent Garden Market business model, as well as that of other wholesale markets.

"Since 2007 there has been a 24 per cent increase of wholesalers selling UK produce at New Covent Garden Market, which we see as a reflection of the growing consumer demand for locally sourced produce. Support from the London Food Board helped us establish key relationships with UK farmers and raised the profile of our work."

Helen Evans, Director of Business Development and Support, Covent Garden Market Authority,
Member of the London Food Board

¹⁷ "About the Market," accessed 1 March, 2016, <http://newcoventgardenmarket.com/market>

¹⁸ "Welcome to Red Tractor," accessed 1 March, 2016, <http://www.redtractor.org.uk/choose-site>



Business Development Manager, New Covent Garden Market © Covent Garden Market Authority

CHAPTER TWO: BUILDING LONDONERS' FOOD SKILLS



Chris Collins courtesy of Horticultural Trade Association

Being a gardener is an oft misunderstood occupation. It must be thought of in its broadest context to help you realise that gardening, and growing, is one of the most amazing things in the world. When you learn that for the first time, it's a real eye-opener.

The simple fact of relating to nature had a huge influence on me when I started out as a parks' apprentice, many years ago. It helped me see how things grow and how everything is linked together. Gardening has so many health, psychological, and social benefits. It also has a big role to play, in my experience, in the welfare of our young people.

Having worked in schools and with children all over London for the past twelve years, I am constantly amazed by children's reaction to gardening. Not one child, ever, has had a negative response to the countless workshops I have hosted. Put simply, kids just love gardening when they are given a chance to do it.

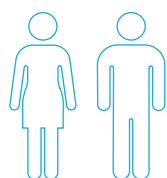
This would be reason enough in itself to get kids gardening. However the benefits go even further than that. Maths, literacy, art, sciences, physical exercise and teamwork can all be woven into gardening activities and projects.

Arguably though, it is in awareness of food, its role in teaching us about health and wellbeing, that gardening in schools and communities has the biggest role to play.

Luckily for London, there are loads of passionate advocates who know, and are brilliant at communicating, the importance of the subject. Out on the ground, in schools and in every corner of every borough organisations such as Capital Growth, School Food Matters and Food Growing Schools London continue to pioneer, and I salute their efforts. Much progress has been made in recent years. As a gardener I am so proud that my profession can help to support these wonderful organisations.

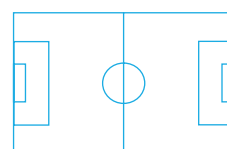
It bodes well for future generations if we eat well and appreciate and value our natural world. Furthermore, support for Londoners of all ages in the pursuit of food skills is fundamental.

Chris Collins,
Horticulturist, broadcaster and
former Blue Peter gardener



150,000

people have been involved in
community food growing in Capital
Growth food growing gardens¹⁹



Over 69

Wembley football pitches
of food growing²⁰

¹⁹ Sustain, "Capital Growth Report", 2015

²⁰ Sustain, "Growing Success: The Impact of Capital Growth on Community Food Growing in London", accessed 1 March, 2016, http://www.sustainweb.org/publications/growing_success/

Introduction

Helping Londoners to gain the skills to grow, cook and make food has been an important part of London's food vision over the last decade. This chapter highlights London's support for food skills in the community (support for professional skills training for school and hospital caterers is reported in Chapter Three).

Several London Food Board member organisations champion better food skills and knowledge – whether in schools, catering and agricultural colleges, enterprise support or in community activities. As a result, London now promotes a range of volunteering and training opportunities to fuel the drive for good food for London.

Getting London growing

Building food skills starts with knowing how food is grown. A decade ago, many Londoners were voicing frustration at the barriers to growing their own food. Waiting lists for allotments were at an all-time high and a report by the London Assembly – *A Lot to Lose* – showed allotments were under threat.²¹ People had started to grow food in parks, on vacant sites, or unloved areas of land. Yet, to meet the demand, something bigger was needed.

In London this was championed with the spectacular creation of thousands of food growing gardens, through the Capital Growth campaign (see Case Study 3). This inspired and celebrated an explosive growth in food growing projects. These include Food Growing Schools, run by Garden Organic, to equip and inspire schools in London to grow food, and the Schools to Market programme funded by Whole Kids Foundation and devised by School Food Matters. It gets schoolchildren growing food, cooking together and creating products to sell at Whole Foods Market.

There have also been increasing opportunities for people to get work-based training through growing schemes. In 2013, Capital Growth member Cultivate London was supported by the Urban Food Routes programme, to engage more young people in training and apprenticeships in market gardens. Building food skills is now a recognised way to create jobs and boost the economy. For example, Garden Enfield received regeneration funding from the Mayor of London to develop a food growing enterprise at Forty Hall Farm, providing training, jobs and a vegetable box scheme.

²¹ London Assembly, 2006. 'A Lot to Lose: London's Disappearing Allotments'. <https://www.london.gov.uk/about-us/london-assembly/london-assembly-publications/lot-lose-londons-disappearing-allotments>

Teaching Londoners cooking and food skills

Across London there are many organisations that celebrate and teach people how to cook, including charities like Adopt a School. This has been run by the Royal Academy of Culinary Arts for over 25 years to match food professionals with schools, to help with food education and skills. The London Food Board has worked to promote skills in the food processing, catering, and hospitality sectors to help Londoners get jobs (see Chapters One and Three).

London Food Link's small grants scheme awarded grants to over 44 organisations to develop ideas including running food events and offering healthy eating classes.

The Mayor of London's Food Flagships programme, covered in Chapter Five, supports many cooking and food growing schemes. This includes the Good Food Matters Community Food Learning Centre in Croydon, which received regeneration funding from the Mayor. It promotes a joined-up approach to community food skills and learning – educating and training people of all ages, abilities and backgrounds on how to grow, cook and market healthy food.

CASE STUDY 3: Capital Growth

The Mayor launched the Capital Growth campaign in 2008. The aim was to create 2,012 new community food growing spaces in London by 2012, to coincide with the London 2012 Olympic and Paralympic Games. By 2016 there were more than 2,500 spaces.

By helping people to find land, providing grants for materials, and offering advice and training, Capital Growth has inspired Londoners and changed community food growing from an ad hoc activity into a routine one. Edible gardens are now found in skips, on roofs, in housing estates and even floating on rivers. Twenty London boroughs actively supported their communities to find land and a flagship allotment in Regent's Park has trained over 2,000 people in growing food.

Capital Growth has worked with dozens of organisations, to help more than 150,000 people grow their own food. It exceeded its five-year target of 2,012 spaces, transforming over 125 acres of land and setting up 50 beehives via the Capital Bee campaign.²² It has inspired people around the world. It still operates as a network to help Londoners run growing projects and gain food growing skills. It estimates groups involved could collectively grow over £2m of fresh produce per year.²³

“Our garden used to be a waste area fenced off from residents because it was unsafe. Our community turned this scarred little patch of ground into a flourishing garden providing fresh healthy food for our members as well as an area for friends and neighbours to just sit and talk and for new friendships to be made.”

Laura Buckley, head gardener,
Cranbrook Community Garden,
Tower Hamlets, Capital Growth
Space 68

“The garden has become a central feature on our estate – something colourful and vibrant to look out at every day, with the knowledge that if you've forgotten anything at the supermarket, you'll probably find it there. It allows young people on the estate to learn more about growing your own food, and the benefits of eating locally produced food, especially right on your own doorstep.”

Haberdasher Tenants and
Residents Association Gardening
Club Project, Hackney, Capital
Growth Space 381

²² Sustain, “Growing Success: The Impact of Capital Growth on Community Food Growing in London”.

²³ Sustain, “Reaping Rewards: Can Communities Grow a Million Meals for London?”, 2014, http://www.sustainweb.org/publications/reaping_rewards/



Cultivate London, Capital Growth Space 1,490 © Pal Hansen / www.palhansen.com

CHAPTER THREE: PUTTING GOOD FOOD ON THE PUBLIC PLATE



Raymond Blanc OBE © Paul Wilkinson

London has become one of the greatest cities in the world for food, and is getting better all the time. Dare I say it, even better than many French cities?!

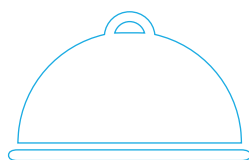
During the many years I've lived in my adopted country I've become increasingly inspired by the range of wholesome ingredients and exciting food on offer to those of us who choose to eat out. More and more chefs are driven by ethical, environmental, seasonal and regional values. They are listening to their hearts and creating dishes that we want to eat with sustainability in mind.

At the basis of using this food – for our health, our country, our economy and our shared cultural life – is the question of ethics. London has made amazing progress promoting these ethics in the last ten years. The London 2012 Games had the best food ever procured for an event of that scale. The Sustainable Fish City initiative has made tremendous progress to help London buy, serve, eat

and promote only sustainable fish. The Good Food on the Public Plate project helped public sector organisations collaborate to buy healthy, sustainable food. Finally, the Healthy Workplace Charter is working to improve the quality of meals in people's offices and other workplaces.

It is really important that excellent produce is available for everyone. If we continue the work London is leading the way on, we have so much potential to make people healthier and to provide a massive boost to the economy. I will be proud to be part of those efforts.

Raymond Blanc OBE,
Chef Patron, Belmond Le Manoir
aux Quat'Saisons,
Member of the London Food Board



More than 13 million
meals served at the London 2012
Olympic and Paralympic
Games featured sustainable,
healthy foods²⁴

²⁴ David Stubbs, n.d.

Introduction

Government should lead by example when they buy and serve food to the people in their care, or to those who work in the public sector. Food served in London's schools, hospitals, care homes and local council canteens is often under the direct control of public authorities. Such catering is therefore a good opportunity to show what can be achieved for health, sustainability and better jobs in the catering industry. The quality of food is especially important where public institutions serve vulnerable people, such as schoolchildren from disadvantaged backgrounds and recovering medical patients. Reliable public sector contracts can also be a financial lifeline to local farmers and smaller food enterprises.

Working together

Over the past decade London has been a leader in showing what can be achieved when the public sector prioritises good food. London Food Board partners have helped many public bodies buy better food. Sustain has worked with local councils and other organisations to adopt healthy and sustainable food policies without incurring higher costs. The Good Food on the Public Plate project, funded by the Mayor of London and other partners, helped upgrade public sector contracts worth more than £1.4m to include health and sustainability criteria.

Sustain also helped to set up a London-wide procurement contract led by the London Borough of Havering. Several London boroughs and public sector institutions now buy food collaboratively. These contracts meet standards like those required by the Food for Life Catering Mark, Fairtrade Borough accreditation and the Sustainable Fish Cities pledge.

Boroughs take the lead

The success of a joined-up approach shows in the year-on-year improvements in the Good Food for London report, which celebrated its fifth year in 2015.²⁵ The report measures progress on a range of food issues, many of them relevant to public sector food standards. 31 out of 33 London boroughs are now doing more to improve the food available to their residents, workers and school students than five years ago.²⁶ More London councils than ever are serving sustainable fish; higher welfare meat, eggs and dairy; Fairtrade products and organic and freshly prepared food in schools. Many are also working to improve food culture in schools so that London's children grow up understanding how to enjoy good food and to have a healthier lifestyle.

²⁵ Sustain, "Good Food for London 2015", 2015, <http://www.sustainweb.org/londonfoodlink/goodfoodforlondon2015/>

²⁶ *ibid.*

CASE STUDY 4: Good Food Training for London

From 2007 to 2010, funded by the Mayor of London, Greenwich Co-operative Development Agency (GCDA) worked with Sustain and NHS Greenwich to develop and deliver a bespoke programme of training for caterers in London schools, hospitals and prisons. Well over 2,000 people had practical training on how to serve healthier and more sustainable food in London's schools and hospitals, within public sector budgets.

GCDA is now a registered provider of accredited courses. After further funding to build a training kitchen, they continue to run Good Food Training for London. As a result of their work, health and sustainability criteria are also now included in options for National Vocational Qualifications for catering and in City and Guilds-accredited training.

“The Mayor’s London Food Strategy recognised that catering staff needed the skills and knowledge to plan, prepare and serve healthy, seasonal and locally-produced menus. Good Food Training for London made it easy for buyers and caterers in public institutions to serve great food, making Londoners healthier and boosting the economy. It has been a brilliant success!”

Claire Pritchard, Chief Executive,
GCDA
Member of the London Food Board



Good Food Training for London training chefs © Mel Taylor

CASE STUDY 5: High standards for London 2012 Olympic and Paralympic Games

Several London Food Board partners – including Rosie Boycott, Sustain, National Farmers’ Union and the Chartered Institute for Environmental Health – worked with London 2012 organisers to develop the first ever Food Vision for a Games. The London 2012 Olympic and Paralympic Games were the first to offer sustainable and high quality food. This included Fairtrade products, free range eggs, higher welfare meat, British farm produce, sustainable fish, organic milk and free drinking water – in the 13.5 million meals served to athletes, spectators, dignitaries and other visitors.

The GLA and London Food Board partners were also instrumental in arranging for Fairtrade, Marine Stewardship Council and Red Tractor logos to appear on London 2012 menus - another Olympic first. This communicated good food standards to visitors from all over the world. As a result of the success in London, other international sporting events, including the 2014 Commonwealth Games in Glasgow and the 2016 Rio Olympic Games signed up to high food standards. Since 2012 the GLA group has adopted food standards inspired by the 2012 Games across City Hall, Metropolitan Police

Service, Transport for London, London Fire Brigade and the London Legacy Development Corporation.

Many London caterers – including schools, tourist attractions, the armed forces, Houses of Parliament, central government, top London universities, large employers and others have also adopted high food standards inspired by the 2012 Games.

“London 2012 was proud to be the first Olympic and Paralympic Games to adopt a healthy, ethical and sustainable food policy and to communicate this to Games visitors, athletes, journalists and volunteers - as well as to the caterers who supplied the food. The support of the London Food Board was invaluable in helping to shape the award-winning London 2012 Food Vision, setting world-class inspirational standards for catering at such a huge scale.”

David Stubbs, Head of Sustainability for the London 2012 Olympic and Paralympic Games, independent sustainability expert and adviser



The Olympic Park © TfL Visual Image Service_T001-13943-2

CHAPTER FOUR: REDUCING LONDON'S ECOLOGICAL FOOTPRINT



Hugh Fearnley-Whittingstall © River Cottage

Big cities have a big impact – that’s what makes them vibrant and exciting – but they can also leave a big environmental footprint. One aspect of this is food waste: perfectly decent food being dumped, ditched or allowed to deteriorate. It happens for a variety of reasons, from individuals buying more than they need, to big retailers over-ordering, and it is an issue in every town and village – indeed, every household - in the UK. But food waste is particularly noticeable in large cities like London.

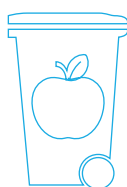
As a chef and food campaigner, this is a subject close to my heart. The shocking fact is that roughly one-third of the food we produce in the UK is never eaten: millions of tonnes of good food - and all the resources that go into producing it - are squandered. That’s not just morally wrong, it’s horribly expensive too. The cost of this waste, to individual families and to wider society, is huge.

The great news, however, is that the last decade has seen far greater awareness of this problem and some really creative and exciting projects aimed at tackling it. I was proud to lend my support to the fantastic Feeding the 5000 events in 2009 and 2011, for instance, which saw thousands of Londoners tucking into delicious meals prepared from ingredients that would otherwise have gone to waste. The Pig Idea feast in Trafalgar Square in 2013 was another brilliant idea: I joined other chefs in cooking up thousands of meals using pork from pigs fed on waste food (rather than South American soya).

Websites such as feedbackglobal.org, lovefoodhatewaste.com and wastenotuk.com are packed with info about food waste and the simple ways in which we can combat it. Individual action is crucial – this is a problem for all of us. But as we look forward to the next decade, I'd like to see big business really getting its

act together. Whether it's relaxing the 'cosmetic standards' for fruit and veg that cause so much waste in the supermarket supply chain, or sending more surplus food to charities rather than landfill, there's much that could be done within the food industry - and the results will benefit all of us, in the capital and nation-wide.

Hugh Fearnley-Whittingstall,
writer and broadcaster



£470

worth of food per year
that could have been
eaten is thrown away by
average household²⁷

²⁷ WRAP UK, "Household Food and Drink Waste in the UK 2012", accessed 1 March, 2016, <http://www.wrap.org.uk/content/household-food-and-drink-waste-uk-2012>

Introduction

Our choices about how we produce, process, package and transport food have a critical effect on climate change. The choice of what we consume also has a massive effect, with meat consumption being one of the main contributors to greenhouse gas emissions. In London, total emissions from food consumption surpass total emissions from all London transport. The GLA has undertaken pioneering research on the environmental impact of London's food system. In 2008, carbon emissions from food were 19 million tonnes CO₂ equivalent per year.²⁸ The Mayor of London has funded work with businesses to lower their environmental impact by retiming deliveries to improve air quality, increasing sourcing from British farmers and to reduce food waste both in the home and at all points along the city's food chain. Waste fats and oils are being turned into biodiesel for London buses. More work can be done to reduce London's carbon foot print from food, reducing emissions and improving diets at the same time.

CASE STUDY 6: Feeding the 5000: highlighting food waste

London households throw away around 890,000 tonnes of food each year (of which 540,000 is avoidable) – which costs taxpayers £50 million each year.²⁹ In 2009, thousands of Londoners joined food waste campaigner Tristram Stuart in Trafalgar Square to cook up a storm with ingredients saved from going in the

bin. The first ever Feeding the 5000 event brought together chefs, farmers and environmental charities that campaign for better use of surplus food – FareShare, Feedback, FoodCycle, Love Food Hate Waste and Friends of the Earth – to raise awareness of food waste. Since then, Feeding the 5000 events have been held all over the world – in Paris, Dublin, Amsterdam, Barcelona and beyond.

The London Food Board worked closely with Tristram Stuart, Recycle for London, Friends of the Earth, WRAP, FareShare and FoodCycle to develop the Food Waste Hierarchy as part of London's 20-year waste strategy (published in 2011).³⁰ This has become a blueprint used by other cities, the European Union and the United Nations.

“Feeding the 5000 in Trafalgar Square exposed the global food waste scandal, while highlighting how local businesses and government can be a part of delicious solutions to food waste. The support of the London Food Board helped us reach thousands of new supporters and connect with key policymakers and food businesses to make real changes in how we deal with food waste.”

Tristram Stuart, Founder, Feedback
Member of the London Food Board

²⁸ David Fell, “London's Food Sector Greenhouse Gas Emissions” (Greater London Authority, 2008), http://www.brooklyndhurst.co.uk/londons-food-sector-greenhouse-gas-emissions%7D-_118

²⁹ WRAP UK, “Household Food and Drink Waste in the UK 2012.”

³⁰ “The Mayor's Municipal Waste Management Strategy”, accessed 1 March, 2016, <https://www.london.gov.uk/what-we-do/environment/environment-publications/mayors-municipal-waste-management-strategy>



Feeding the 5000 © Feedback

CASE STUDY 7: FoodSave: Supporting small food businesses to tackle food waste

In 2013, the Mayor of London, the London Waste and Recycling Board and the European Regional Development Fund launched FoodSave – an innovative partnership to support small and medium food businesses to tackle their food waste. With the Sustainable Restaurant Association and Sustain, supported by the food waste charity Feedback, FoodSave helped 170 businesses. This included reducing their food waste, donating surplus food to feed people and farm animals, and managing unavoidable waste by starting food waste collections.

Introducing smaller portion sizes, new specials and completely changing menus meant 91 restaurants and hospitality businesses saved almost £600,000 a year and reduced their food waste by over 150 tonnes.

FoodSave also helped 79 food manufacturers, shops and wholesalers to redistribute surplus food to 57 London charities to feed people in need, avoiding sending 1,300 tonnes of food to landfill. Instead this surplus food went to feed pigs and chickens.³¹

“FoodSave helped me get through the labyrinth of regulation to supply pigs with whey, and helped the whole process it halved the cost of my whey disposal... [and] makes me feel better because it’s not waste any more – it’s benefiting us, the environment and city farms.”

William Oglethorpe, Cheesemaker,
Kappacasein Dairy, London SE16

³¹ “Helping Businesses Reduce Food Waste”, accessed 3 March, 2016, <https://www.london.gov.uk/what-we-do/environment/waste-and-recycling/helping-businesses-reduce-food-waste>



FoodSave participant business, Olivier's Bakery at Borough Market.
Photo: Borough Market © Adrian Pope

CHAPTER FIVE: BREAKING THE LINK BETWEEN POVERTY AND POOR HEALTH



Jamie Oliver © Jamie Oliver Enterprises Ltd;
photography Matt Russell

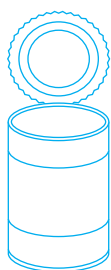
Over the past 10 years, I've seen some great things happen in London to make good, fresh, healthy food more accessible to people who live here, and that includes brilliant projects that educate and inspire people to enjoy better food and how to cook it, too. Our food choices have a massive impact on our health and happiness, and I salute those people who are working to make a positive difference.

Still, there's a lot more to be done. As you're no doubt aware, more and more people are suffering as a result of diet-related diseases (type-2 diabetes and heart disease among them), but many of these diseases are totally preventable. This is why I'm on a mission to highlight the problems associated with health and a poor diet, of which high levels of sugar consumption is a big part.

Particularly important is the need to eat good food. It's vital that we continue to empower families, individuals and communities to understand where our food comes from, how to cook it and how it impacts our bodies.

London has some of the best food in the world, and access to an incredible variety of ingredients. It doesn't have to be expensive, time-consuming or difficult to eat healthily, but a lack of knowledge and skills has made good food inaccessible to many people. We all need to work together to reverse the trend towards unhealthy, convenience foods and inspire individuals, families, communities and businesses to learn to cook again, for a better, healthier future for all.

Jamie Oliver,
Chef and campaigner



More than 100,000

Londoners turned to food banks to get them through tough times in the year to March 2015³²



More than 2.3 million

Londoners live below the poverty line, just one small crisis away from being unable to afford an adequate diet³³

³² Trussell Trust, "Latest Stats", 2014, <https://www.trusselltrust.org/news-and-blog/latest-stats/>

³³ "London's Poverty Profile" (Trust for London, 2015), <http://www.londonspovertyprofile.org.uk/>

Introduction

It is a priority for the GLA to improve health for all Londoners and reduce the effects of poverty. Breaking the connections between low income and poor health outcomes, particularly in relation to food, will require joined-up work by local councils, health organisations, businesses and community groups.

Making work pay: the London Living Wage

Being able to afford a healthy diet requires a minimum standard of income. The Mayor of London wants all hard-working Londoners to share in the capital's economic success and has worked closely with the Living Wage Foundation to champion the London Living Wage. The Mayor encourages all employers who can afford to do so to commit to paying the London Living Wage. A number of food businesses in the capital are already London Living Wage-accredited employers.

Building healthy schools and communities

London, like the rest of the country, has benefited greatly from the introduction of universal infant free school meals. London schools are likewise taking action to address alarming rates of childhood obesity. Eleven London boroughs have

been awarded the Silver Food for Life Catering Mark, with seven reaching Gold. This shows that their caterers use freshly cooked, ethical, locally sourced and organic ingredients and make healthier eating easier.³⁴ Through Healthy Schools London, the GLA helps schools create environments that will boost the health and wellbeing of their students. In particular, there is a focus on encouraging a healthy weight.

But the work can't stop at the school gate. Fast food takeaways and other unhealthy food outlets often concentrate near schools, particularly in poorer areas. This undermines hard work to improve school food culture. Despite London being home to a wide range of food outlets, many Londoners struggle to find affordable, healthy food near where they live.

Over the years, the London Food Board has supported a range of initiatives to make the healthy choice the easy choice particularly for those on low incomes. These include:

Alexandra Rose Charities Rose Vouchers for young families to buy more fruit and vegetables. Several London markets now accept these vouchers which help traders and customers.

³⁴ Sustain, "Good Food for London 2015".

“My doctor says that because I’ve changed the way I eat... the nutrients I get from the fruit and veg are helping to build up my immune system. I feel a lot healthier and happier.”

“For the first time I am able to have a fruit bowl just sitting on the kitchen table for the kids to help themselves whenever they feel like they need it.”

“Because it’s more affordable, we are able to experiment with new foods.”

Quotes from Royal Borough of Greenwich Rose Voucher pilot participants

The UNICEF UK Baby Friendly Initiative to promote the number of new mothers breastfeeding and improve early child development. By 2015, 19 London boroughs had achieved some level of accreditation in the initiative.³⁵

Through the Buywell retail project, the Mayor of London supported Sustain’s work with neighbourhood convenience stores to improve access to fresh, affordable and sustainable fruit and veg in low-income areas of London from 2008 to 2010. Fruit and vegetable sales increased by an average of 60 per cent across the participating stores.³⁶

The Mayor’s Fund for London teamed up with Magic Breakfast and the Greggs Foundation to deliver healthy breakfasts to over 3,000 primary school children every day in 65 of London’s most disadvantaged schools. In addition, the Mayor’s Fund for London supported healthy holiday schemes across London in 2015.

In 2016, City Hall became the first government building in the UK to adopt a 10p charge on all added-sugar soft drinks sold in its café. The money raised by this levy will go to the Children’s Health Fund, launched in 2015 by Jamie Oliver and Sustain to support schemes which improve children’s health.

³⁵ *ibid.*

³⁶ “Well London - Buy Well”, accessed 1 March, 2016, <http://www.sustainweb.org/buywell/>

CASE STUDY 8: Food Flagships programme – a holistic approach to the food environment

The Food Flagships programme is a pioneering partnership between the Mayor of London and the Department for Education to improve the food environment in Croydon and Lambeth – making good healthy food the norm for everyone. With the School Food Plan as a foundation, the Food Flagships extend activities beyond the school gates to benefit all who live and work in the two boroughs. Lambeth and Croydon each have dedicated Food Flagships teams, working directly with schools, community groups and businesses across each borough.

The Flagships also offer a unique opportunity as a ‘living lab’ to pilot innovative food interventions and research.

A key focus of the Food Flagships programme is to measure, evaluate and share what is done so that the Food Flagships serve as a beacon to other boroughs and cities.

“We are proud to be one of London’s first food flagship boroughs. The funding from the Mayor of London and the Department for Education, matched by the council, has been a driving force in our quest to improve areas of our food environment and reduce obesity rates. We have already seen a difference as a result of the work we are doing with schools, communities and businesses. Our pupils are inspiring healthy eating by working with teachers and catering staff to improve school meals. Residents are volunteering to be part of a network of master gardeners, helping others to grow their own fruit and vegetables. The flagship programme also supports food business start-ups and works with established companies to get healthier options on more menus around the borough. Encouraging our residents to look after their health and well-being is a key council priority. The food flagship is helping us to achieve this aim by making good food the easy choice for the people of Croydon”.

Councillor Tony Newman, Leader,
London Borough of Croydon



Food Flagships Fruit Class, Rockmount Primary School, London Borough of Croydon
© Glenn Foster Photography

CASE STUDY 9: Social supermarkets

London's first social supermarket, Community Shop in West Norwood, Lambeth, opened in December 2014. It is run by local people who can buy a range of surplus food supplied by major retailers and manufacturers and sold to members for around one-third of the normal retail cost.

The Mayor of London's Regeneration team is supporting London boroughs to develop three more social supermarkets across London.

As well as providing a choice of food to vulnerable Londoners, each social supermarket has a community café and a community hub. This is a place where staff and a range of local partners offer mentoring, budgeting and debt advice, job training, and cookery classes.

At the end of its first year the West Norwood Community Shop had 611 members. Since then several dozen have gone into paid work as a result of the support of the community hub.

"It's a fantastic initiative which makes a very real difference to people's lives. We're only too aware how difficult it has become for hundreds of families living on the breadline with rising costs over the last few years. Community Shop is a lifeline for many.

Community Shop does a great job of matching up perfectly good surplus food with those who need it. But it's not only about food – it's about making communities that bit fairer and supporting those people who need a little bit of extra help. That's why we're happy to facilitate Community Shop in Lambeth."

Councillor Lib Peck,
Leader, London Borough
of Lambeth



Community Shop social supermarket, West Norwood, London Borough of Lambeth © Andre Ainsworth

WHAT NEXT?

I would like to thank all the members of the London Food Board, past and present, for their dedication to making food in London better for everyone.

The Food Board and its partners have done many wonderful, innovative things in the last ten years but we're only on the foothills. Health costs due to obesity and malnutrition continue to spiral and we urgently need to address the issue of climate change and food. Worldwide, food accounts for some 30 per cent of CO₂ emissions, yet, to date, very little has been done. The possibilities are exciting. A lower carbon diet means a healthier one. It means eating less meat and eating more local food. It means cutting back on processed foods and working to reduce food waste to as close to zero as we can manage.

In future, health budgets will hopefully be devolved to cities. Right now in London, malnutrition in older people increases the risk of accidental falls, infections, and hypothermia resulting in more emergency hospital admissions, and longer hospital stays. Malnutrition is an entirely avoidable situation which coincides with, amongst

other things, drastic cutbacks to meals-on-wheels services. Saving the cost of delivering a tasty and nutritious meal to older people in their homes can result in the NHS spending hundreds of pounds more on hospital admissions. Madness.

It all comes back to the same thing - prevention. A good diet results in a healthier life. The need to make good food available to everyone, regardless of their income, has never been more pressing. One in four children in London is growing up in poverty, far too many of them existing on diets which are calorie rich but nutritionally poor, resulting in bad teeth, excess weight and poorer levels of concentration.

We need to enable everyone in London to eat healthily, whatever their budget. We need to support food businesses as food is a major part of London's economy. Good food should be a right and I hope that, as Mayors Livingstone and Johnson have shown, future leaders of our great city will understand and encourage that.

Rosie Boycott,
Chair of the London Food Board

