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| Good Food Retail ProjectsRequest for applications January 2020 |



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Contents

[Introduction 2](#_Toc534874681)

[Eligibility 4](#_Toc534874683)

[Application Process 4](#_Toc534874684)

[Timeline 5](#_Toc534874685)

[Application Questions 6](#_Toc534874686)

**Applicants are advised to read Sustain’s** [**briefing on Good Food Retail**](https://www.sustainweb.org/publications/good_food_retail/?section=) **before completing this application form, as well as the** [**report on 2019’s projects**](https://www.sustainweb.org/publications/good_food_retail_six_london_boroughs_taking_action/) **This can be found at** [www.sustainweb.org/londonfoodlink/good\_food\_retail/](http://www.sustainweb.org/londonfoodlink/good_food_retail/)

This application document can be found at [www.london.gov.uk/what-we-do/business-and-economy/food/good-food-retail-plans](http://www.london.gov.uk/what-we-do/business-and-economy/food/good-food-retail-plans)

Introduction



On 11 December 2018 the Mayor of London launched his London Food Strategy. This strategy, developed in partnership with London Food Board, replaces the previous one, published in 2006. The Mayor wants every Londoner to have access to healthy, affordable and sustainable food – regardless of where they live, their personal circumstances or income.

Chapter 2 of the London Food Strategy – Good Food Economy, Shopping and Eating Out, aims to support good food businesses to improve London’s food environment and make healthy, affordable options more widely available to Londoners. Many Londoners find the food environment when eating out and shopping unhelpful, as they are bombarded by advertising of unhealthy food, and surrounded by unhealthy food options.

London has the highest level of child obesity in England. Over 38 per cent of London’s 10-

11-year olds are overweight or obese compared to 34 per cent nationally[[1]](#footnote-1). Children growing up in the most deprived areas of London are twice as likely to leave primary school obese as those in the least deprived areas.

The Mayor is improving London’s food environment by taking a range of actions. These include: introducing advertising restrictions across Transport for London’s advertising estate to reduce exposure to advertisements for foods and non-alcoholic drinks which are high in fat, sugar and salt; supporting new and existing hot food takeaways to make simple, healthy improvements to their food through the Healthier Catering Commitment; proposals to restrict new hot food takeaways opening within 400 metres of schools; and supporting the creation of ‘health super zones’ around schools, particularly in deprived areas.

Following a successful pilot to support Good Food Retail in 2019 using a small amount of GLA funding and working in partnership with Sustain, the Mayor will support a further five London boroughs to develop and begin to implement **Good Food Retail Projects**. These will help to ensure that all Londoners have access to healthy, affordable food. Good Food Retail Projects will focus on areas of London where there is currently poorer access to good food and enable local authorities to demonstrate what ‘good food’ looks like in different retail settings.

Applicants will each receive a grant of £5,000 to develop Good Food Retail Projects and begin implementation. We want to see a coordinated approach, involving a range of departments across London boroughs and partnerships with other organisations. Projects may take a borough-wide approach, or focus on smaller geographical areas such as Business Improvement Districts or specific wards. They may focus on specific types of retailers such as local convenience stores or street markets, or take a broader approach. This work should be action focused and take a long-term view. Future funding for implementation should be considered and identified as far as possible.

We want to see innovative approaches to improving London’s food environment through retail. We look forward to receiving your applications.

Yours faithfully,



**Claire Pritchard**

**Chair, London Food Board**

Eligibility

Only London boroughs demonstrating a commitment to action should apply for support to develop Good Food Retail Projects and implement them. Boroughs will need to demonstrate how they will take a coordinated approach across different departments in the development and implementation of Good Food Retail Projects.

Up to £5,000 will be granted to up to five London boroughs to develop Good Food Retail Projects and start to implement them. Applications must make clear how these funds will be used, which may include commissioning external expertise.

**Applications that involve organisations with expertise in good food retail and/or that include match funding will be looked on favourably.**

Applications are welcome from London boroughs that have already done work on good food retail or have not previously looked at this area in detail.

Applicants must be willing to share learning and best practice and attend at least **three** action learning sets and one peer challenge session with other successful applicants (the two identified lead officers should attend these meetings). Meetings will be coordinated by London Food Link, (part of charity [Sustain](https://www.sustainweb.org/)) who are working in partnership with the Greater London Authority on this initiative. The initial peer challenge will take place at City Hall from 9:30 – 12:30 on Wednesday 25th March 2020 and it is required that two representatives from different departments or organisations attend from each awarded borough.

All applications must be signed by an appropriate person within the applicant’s organisation.

Application Process

Successful applicants will be selected following a competitive application process.

Applicants should respond to all questions in this document within the stated word limit. Applicants may complete this document and send it back, or copy the questions into a new document and submit this.

The deadline for applications is **Friday 14 February 2020** at **midday.**

Applicants may be contacted to answer clarification questions if needed.

**Assessment**

Applications will be assessed by officers from the GLA and Sustain. Successful applicants will be notified by **Friday** **6 March 2020.**

**Approvals**

Successful applicants will be required to sign a grant funding letter with the GLA for the delivery of the project. Grant funding letters will all be signed by **1 April 2020.**

**Support from Sustain**

The London Food Link team at Sustain will provide guidance and support to successful boroughs on good food retail, as well as coordinate the action learning set and peer challenge session.

**Any questions?**

The Greater London Authority’s Food Policy Team can answer any specific questions relating to the application process. If you would like to discuss your application, please contact:

Liam Weeks at liam.weeks@london.gov.uk

Timeline

|  |  |
| --- | --- |
| **DATE**  | **STAGE**  |
| 14 January 2020 | Launch of application period  |
| 14 February 2020 | Midday deadline for receipt of applications |
| 6 March 2020 | Successful applicants notified  |
| 25 March 2020 | Peer challenge session for all successful applicants |
| 1 April 2020  | All funding agreements signed |
| 1 April 2020 – 1 October 2020  | Activites on Good Food Retail Plans undertaken.  |
| End October 2020  | Funded activities on Good Food Retail Plans completed  |

Application Questions

|  |  |
| --- | --- |
|  |  |
| **Name of borough or BID** |  |
| **Name of two lead officers** |  |
| **Job title** |  |
| **Department** |  |
| **Email** |  |
| **Telephone number** |  |
| **Postal address** |  |
| **Date application submitted** |  |
| **Signature of applicant organisation\*** |  |

\*This form should be signed by an appropriate person within your organisation such as the Chief Executive

**1. LOCAL NEED (15 points)**

**Question: Why is a Good Food Retail Project needed in your area?** (300 words)

Good Food Retail Projects should aim to increase access to healthy and affordable food in areas that need it most. We would like to see evidence of why your borough/area of borough needs to improve its retail offer. Supplementary documents such as research undertaken, maps showing areas with poor access to good food or other relevant documents can be submitted as appendices to the application form.

**2. VISION AND AREA OF FOCUS (15 points)**

**Question: What is your vision and what will your area of focus be?** (300 words)

We want to hear what your vision for good food retail is in your local area. What do you want to achieve with your Good Food Retail Project? We also want to know both your geographical area of focus – is this borough-wide or focussed on a smaller area – and your area of focus in terms of which part of the retail sector you’ll be working with. For example, will you aim to work with a range of retailers or focus on one type of retailer such as convenience stores or street markets? All options are fine as we are looking for a range.

**3. LEADERSHIP AND COORDINATION (10 points)**

**Question: What you are doing to ensure high-level buy-in and coordination?** (200 words)

Good Food Retail Projects will only be successful with clear leadership within your organisation and a joined-up approach. For example, we would expect an application to include two named leads from different council departments as well as officers from other departments including public health, economic development and regeneration to be involved in Good Food Retail Projects in London boroughs

**4. WIDER PARTNERSHIPS (5 points)**

**Question: What external partners will you bring on board?** (200 words)

We’d like to hear about any plans to bring external partners on board and/or commission external specialist support to help develop and deliver your Good Food Retail Project.

**5. TRACK RECORD AND HOW THIS COMPLEMENTS OTHER WORK (10 points)**

**Question: What is your track record and how does this link with and build on existing work?** (300 words)

Tell us about any work your borough has already done in this area. Will the Good Food Retail Project fit into or align with an existing plan, strategy or initiative? Which principles will be informing your work?

**6. DELIVERABLES**

**Question: What will be achieved by the end of the funding? (10 points)** (200 words)

We want to know what deliverables will be achieved through the project – in addition to the development of the project and its implementation what do you hope to achieve? For example, drafting a long-term Good Food Retail strategy, establishing new external partnerships, a Sustainable Food Cities partnership or a cross-departmental working group? Tell us what success will look like.

**7. PROJECT PLAN (10 points)**

**Question: What work will you undertake to both develop and deliver your Good Food Retail Project?**

We want to know about the development of your project – but more importantly – how you will deliver it. We expect different organisations to be at different stages, with some already having plans in place and ready to take these forward, and others starting from scratch. Please complete the table below and feel free to add rows.

| **Action** | **Timeframe** |
| --- | --- |
| **Development of Project** |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Implementation of Project** |  |
|  |  |
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**8. EXPENDITURE (10 points)**

**Question: What will you spend the money on?**

Please provide a breakdown in the table below of how you will use the funding if your application is successful (rows may be added). Expenditure may include contracting an outside organisation and specialist support and may be for implementation as well as development of your Good Food Retail Project.

|  |  |
| --- | --- |
| **Item** | **Estimated cost\*** |
|  |  |
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|  |  |

* Please note that as this is a grant, VAT will not be paid in addition to the £5,000 grant.

**9.** **MATCH FUNDING AND FUTURE FUNDING (10 points)**

**Question: Do you have any match funding identified and how will you identify future funding to ensure your project is sustainable?** (200 words)

Do you have any match funding you can contribute to the development and delivery of your Good Food Retail Project, and if so how much and where is this from?

We don’t expect you to have all the answers to future funding, but we would like to understand the potential funding streams you may have internally or have identified externally to support delivery of your Good Food Retail Project.

**10. RISKS (5 points)**

**Question: What risk factors could alter your plans and why?**

Feel free to add rows to the table below if needed.

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk** | **Likelihood (High, Medium, Low)** | **Impact (High, medium, low)** | **Mitigation** |
|  |  |  |  |
|  |  |  |  |
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**SHARING WHAT WORKS WELL**

By completing the application questions you are agreeing to take part in the peer challenge session and attend at least three meetings as part of the action learning set with other successful applicants. We would also like to share your progress with the wider community, including short updates to the London Food Board and the Boroughs Food Group.

**APPLICATIONS SHOULD BE SUBMITTED ELECTRONICALLY TO:**

**Food Policy Team, Greater London Authority**

londonfood@london.gov.uk

**By midday on Friday 14 February 2020**

1. National Childhood Measurement Programme 2016-17 [↑](#footnote-ref-1)