

Middlesbrough has a history that is steeped in grandeur, being at the fore of the chemical and iron industries, with Teesside steel creating iconic structures such as the Sydney and Auckland Harbour Bridges and the Tyne Bridge and our own Tees Transporter Bridge.

More recently, due to closure of major industry and austerity measures Middlesbrough makes the headlines for the high levels of deprivation (7th most disadvantaged town in England with the highest proportion of disadvantaged neighbourhoods nationally (nearly half are within the top 10%) and significant health issues (nearly 2 out of 5 children in Year 6 are overweight or obese).

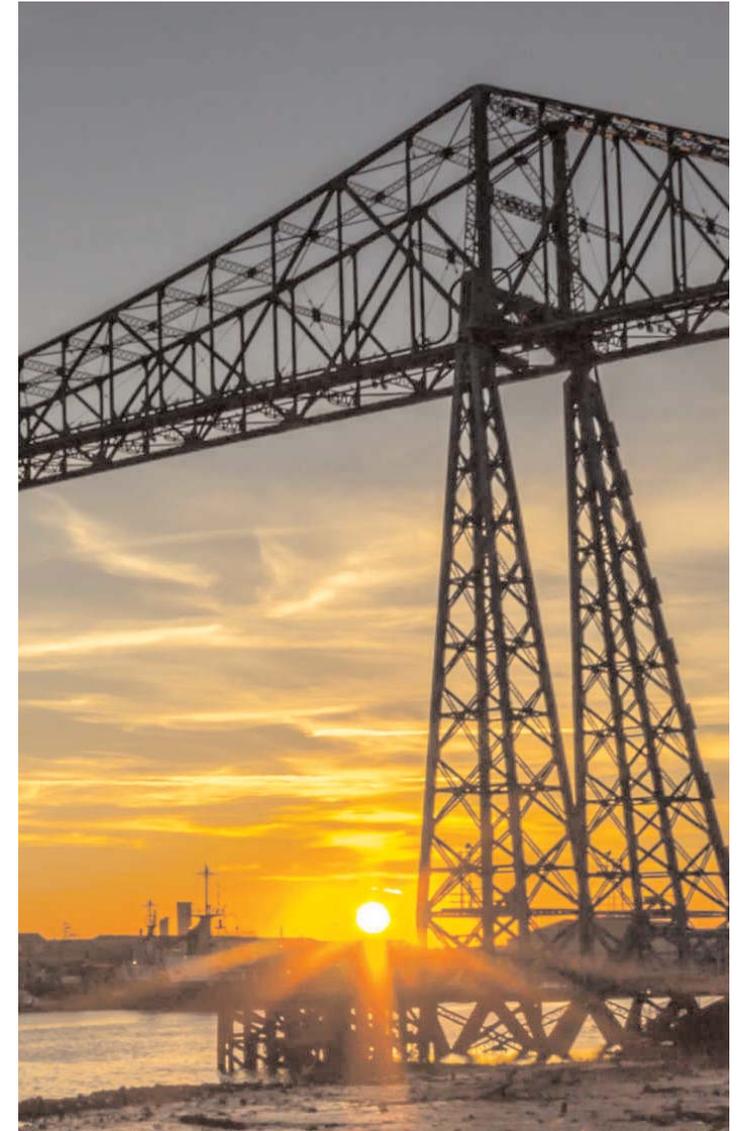
However, this perception is not one held from within or how it is in reality. It is home to very proud and resilient people and is very much 'on the up'. It has an extremely strong 'can do' attitude and one of the most progressive animation and digital scenes in the UK.

The food scene in Middlesbrough follows that same mould. Middlesbrough's most famous food is the somewhat unhealthy 'Parmo' (<https://en.wikipedia.org/wiki/Parmo>) but in the last five years significant work has taken place by the Middlesbrough Food Partnership to improve the quality, availability and image of food in the town. 2015 saw a shift in the food culture within the town, and we have seen a boom in the number of local independent food businesses opening in the town and high demand for healthy and sustainable locally grown food – making for a much stronger circular food economy.

The Middlesbrough Food Partnership is extremely proud of the work addressing food poverty and the highly successful Middlesbrough Town Meal, and hasn't focussed all efforts and resources on one or two areas of greatest need (food poverty and health issues) but has developed an extremely effective whole food system approach to healthy and sustainable food, embedding it into the fabric of the town. It is now a key feature of Middlesbrough, particularly within the major anchor institutions. This is an ever-expanding group of people representing all sectors who are active food activists within their own organisations, leading by example with best practice and inspiring other to do more.

**Dr Mark Fishpool**

Chair of Middlesbrough Food Partnership



# Minimum Requirements Relating to Food Partnership, Action Plan and Policy



## BRONZE & SILVER

### Partnership

*The Middlesbrough Food Partnership (MFP) is chaired by Middlesbrough Environment City (MEC) and was established in 2010 and has since developed a Food Action Plan for Middlesbrough.*

*The Middlesbrough Food Partnership is a multi-agency partnership drawn from organisational structures and agencies which have expertise with the issues pertinent to Middlesbrough's food economy and food related health and well-being. The Steering Group consist of members from:*

*Middlesbrough Council; Public Health, Environmental Health, Procurement, Economic Development and Waste & Recycling Teesside University, Middlesbrough College, Askham Bryan horticultural college, Middlesbrough Foodbank, Thirteen Group, Warrens Group and community groups and food activists.*

*A wider stakeholder partnership focussing on delivery of the Action Plan includes representation from community groups, charities, public sector and voluntary sector organisations.*

*The Food Partnership works closely with The Health and Wellbeing Board and Middlesbrough Council's One Planet Living board – a high level board which oversees Middlesbrough's Environment and Sustainability agenda.*

### Silver

**The MFP and the Food Action Plan (FAP) have strong links with all relevant networks within the town, either through direct representation on steering groups from either the chair or the coordinator of the Food Partnership or through MFP members. Where there isn't direct representation, chair/ key members of those networks have been briefed on the relevance and importance of the FAP. Examples include food poverty is now a key theme within Middlesbrough's Financial Inclusion Group (FIG), and a number of members of the FIG are also members of the Food Power Alliance and the Food Partnership (see 2.1). The chair of the MFP also chairs the Affordable Warmth Partnership is a part of the steering group for the Sport England Local Delivery Pilot and the local authority One Planet Living Action Group. The MFP is also represented on the North Ormesby Big Local Three Year Plan group and the Middlesbrough wide BAME network.**

Middlesbrough Council's Sustainable Food Policy recognises the Food Action Plan as an integral strategy in achieving outcomes set out in the policy. Other evidence of formal recognition by the local authority is that at least five departments of the local authority are represented as members of the MFP, including the Executive Member for Public Health.

The MFP continues to meet every two months and has met 12 times within the last 24 months, and in 2018 the partnership refreshed the Food Action Plan where targets that were achieved were removed and new targets were set.

# Minimum Requirements Relating to Food Partnership, Action Plan and Policy



## BRONZE & SILVER

### Plan

The Food Action Plan for Middlesbrough was first launched in September 2015. In 2017 it was revised and can be found on a dedicated webpage

<http://menvcity.org.uk/wp-content/uploads/2018/06/MFP-Food-Action-Plan-2017.pdf>

The introduction to the plan provides a summative report on progress, and on page 3, it states that progress toward the actions are monitored regularly and it will be evaluated and reviewed in November 2019.

The Food Partnership has completed their first biannual summative newsletter which covers progress against action plan targets. <http://menvcity.org.uk/middlesbrough-food-partnership/>

In 2016 a balanced scorecard was developed in conjunction with Teesside University which scored progress over the previous 12 months and informed the 2017 refresh of the Action Plan. A copy of the balanced score card is included in the appendix.



# Minimum Requirements Relating to Food Partnership, Action Plan and Policy



## BRONZE & SILVER

### Policy

*The Joint Strategic Needs Assessment for Middlesbrough headlines a commitment to making healthy lifestyle choices easier and developing actions to achieve Middlesbrough's One Planet Living status.*

*Middlesbrough Council has been endorsed as a One Planet Living Council and, under the One Planet Middlesbrough banner, the Council is working in partnership with MEC to deliver practical actions to bring immediate and long term environmental, economic and social improvements to residents across the town. A significant number of the actions under One Planet Middlesbrough included the promotion of sustainable food, healthy eating, composting and food waste reduction. A summary of progress is here <https://www.middlesbrough.gov.uk/environment-and-public-protection/one-planet-living>*

*Middlesbrough Joint Health and Wellbeing strategy 2013 – 2023 – states tackling obesity, childhood obesity and promoting healthy lifestyles, as primary actions. [https://middlesbrough.gov.uk/sites/default/files/Health\\_Wellbeing\\_Strategy\\_2013-2023.pdf](https://middlesbrough.gov.uk/sites/default/files/Health_Wellbeing_Strategy_2013-2023.pdf)*

### Silver

Middlesbrough Council have developed a Sustainable Food Policy (see point 5.2) that promotes the procurement of local and sustainable food, as well as a range of healthy eating topics to address key issues, such as obesity. The aim of the policy is for Middlesbrough Council to work in partnership with the Middlesbrough Food Partnership to develop and maintain a sustainable and fair food system in Middlesbrough that promotes and offers healthy affordable good food to staff, clients and visitors within the established One Planet Middlesbrough framework.

Teesside University have a sustainable food policy that actively promotes incorporating the environmental, ethical and social considerations into the products and services provided to support their responsibility to provide healthy and sustainable food to its customers. (Appendix 01)

Middlesbrough College are a Food4Health Gold Standard setting and lead by example. Middlesbrough Council work in collaboration with Middlesbrough College to promote their achievement. The college's commitment to healthy and sustainable food is included in their Food4Health scheme.

Healthy and sustainable food is a key priority in the Food4Health and Better Health at work Award strategies, as well as the Extra Life programme, all led and delivered by Middlesbrough Council.

Food4Health Awards recognise and reward food businesses that offer healthy food options and promote healthy eating. There are three awards: Bronze, Silver and Gold. Each award considers the types of foods and ingredients used, how food is prepared and cooked, and how the business promotes healthy eating. Awards are free and businesses working towards achieving an award will receive advice and support on nutrition and healthy catering practices.' (<https://www.middlesbrough.gov.uk/environment-and-public-protection/advice-and-information/food-businesses/food4health>)

The Financial Inclusion Group (a multi agency town wide group looking at addressing economic deprivation) has refreshed its strategy, and the work of the Food Power Alliance and the Food Power Action Plan has become a theme within FIG and therefore will be reported on every time it meets.

# Minimum Requirements Relating to Food Partnership, Action Plan and Policy



## BRONZE & SILVER

### Policy

MEC have developed an Events Guidance policy (Appendix 02) using the One Planet Living principles, and are promoting these to partners and similar organisations as examples of best practice. It promotes that staff are “walking the walk” has far more positive impact on our participants and beneficiaries than “talking the talk”, and local, sustainable and healthy food is also incorporated into other One Planet principles such as Zero Waste, Sustainable Water, local and Sustainable Food, Equity and Economy and Health and Happiness.

**Middlesbrough Football Club** have created a Sustainable Food Policy for all catering for their academy and senior playing staff. The Training Ground catering “recognises its responsibility to provide healthy and sustainable food to its customers and will work to incorporate environmental, ethical and social considerations into the products and services provided. MFC recognise that it is our responsibility to encourage our suppliers and contractors to minimise negative environmental, ethical and social effects associated with the products and services they provide. We will also strive to ensure that local and smaller suppliers are not discriminated against in the procurement process and through our specifications.”

Now the Training Ground have established this policy, the head chef is working with stadium catering and corporate hospitality to devise a food policy that covers all food at the football club.

## 1.1

**Healthy eating campaigns – such as breastfeeding, healthy weight, 5-a-day, Eatwell, cook from scratch, and sugar, salt and fat reduction – that aim to change public behaviour, particularly among hard to reach audiences, are being delivered.**

Middlesbrough Council is actively delivering a Breastfeeding Awareness Scheme, with over 120 venues committed to normalising breastfeeding. Venues range from independent coffee shops, hairdressers, dentists/GPs to large organisations such as Middlesbrough College and Middlesbrough Football Club (MFC) (the first senior football club in the country to sign up). MFC Head of Safeguarding, Brian Robinson, said: “We’re delighted to be the first club to become actively involved. We pride ourselves on being an all-inclusive club, and this is another key initiative for us.” Businesses who sign up pledge to provide a welcoming atmosphere for breastfeeding women and implement a breastfeeding policy, ensuring all staff are aware of the rights of breastfeeding women and provide appropriate support. During visits by staff signing up businesses to the scheme, Middlesbrough’s Refill campaign is also promoted. 21 town centre businesses have signed to be a refill station <https://refill.org.uk/refill-middlesbrough/>



Middlesbrough’s Sugar Smart campaign is a network that supports settings across sectors to reduce sugar levels within their provisions and promote healthier options. The general public are engaged in the campaign through media channels such as local BBC and community radio, University and College newsletters, promotional materials in cafes and outlets, and through Middlesbrough Council internal news bulletins. Engagement and training events were also delivered to pupils and staff in two secondary schools and three higher education settings, raising the profile of levels of sugar and how and why to reduce intake. Work continues to promote Sugar Smart through MEC’s Healthy Cooking Team, Hearty-BEATS and Better Health at Work Award (BHAWA). Other campaigns to actively promote healthy eating to staff include Middlesbrough Council led Extra Life, Food4Health and BHAWA. Healthy eating is an integral part of BHAWA, with healthy food choices being made available in canteens, restaurant or vending machines, or ensuring employees are aware of dietary issues and healthy food choices.



Middlesbrough Council’s Public Health continues to support the Change4Life campaigns. They encourage participation from partners (the focus for 2019 is all Children’s Centres and Libraries) and ask all, as a minimum, to post on their social media channels. Public Health are also supporting the national Veg Power campaign to increase consumption of vegetables through the Middlesbrough Veg Cities project. The Council supported the campaign through supplying Adshel poster locations and prime bus station and car park poster locations, and partners displayed posters and supported the social media campaign.



Teesside University (TU) continue to deliver a range of wellbeing campaigns through their Health & Wellbeing (H&W) programme which is promoted to all c.18,000 students and 2000 staff. This includes the popular 4-6 week H&W Festival with average annual participation of 1,000 students and staff. Over last 2 years, approximately 3,000 students and staff have been involved in the wider H&W programme through 15-20 one-offs, weekly or monthly events and activities. Key health messages include healthy cooking classes, vegan/vegetarian options in catering outlets, and seminars and workshops on healthy eating. TU also run a Health Exam Fit Salad offer in catering outlets and the Students’ Union give free fruit and water to students studying in libraries. In September 2018, a Wellbeing Welcome Fair was delivered as an alternative to Fresher’s Fair, where healthy eating and drinking alternatives were promoted and local health services were available to engage and support students.

## 1.2 Campaigns to promote more public consumption of sustainable food – including fresh, seasonal, local, organic, sustainably sourced fish, high animal welfare, meat free and/or Fairtrade – are being delivered.

Middlesbrough Council's Food4Health programme and Better Health at Work Award (BHAWA) are a part of a campaign to promote more public consumption of sustainable food: it encourages businesses to deliver responsible business practices, including sourcing local food, sustainable fish, fair trade products; and promoting Breast Feeding Welcome programme and local schemes such as Growing Middlesbrough and Middlesbrough Fairtrade. 64 venues currently have a Food4Health award, which includes 37 schools and 20 nurseries, Teesside University, Middlesbrough College and Northern School of Art.

BHAWA actively encourages participating businesses to adopt ethical purchasing and use local suppliers <http://www.betterhealthatworkne.org/index.php?section=2> with 11 of the 15 workplaces (c. 6,650 staff) adopting these measures and encouraging other workplaces through mentoring schemes. Both Food4Health and BHAWA are underpinned and supported by the wider promotion of the Middlesbrough Food Charter promoting sustainable food consumption and encouraging as many people as possible to get involved. This is delivered through providing simple and easy steps for individuals and businesses to follow, with more information and support provided by partners through links on the MFAP website <http://menvcity.org.uk/middlesbrough-food-partnership/> The campaign is delivered by all MFP partners, who encourage food suppliers and partners to sign the charter and get involved. To date, 23 businesses/organisations and 48 individuals have signed <http://menvcity.org.uk/wp-content/uploads/2018/10/Food-Charter-Supporters-A4LS-Mk2.pdf>



The Veg Cities campaign is promoting seasonal and local vegetables within education settings and through all communications. It delivered a Soup Bag project in eight schools, with a reach of over 350 pupils. The project linked with the national Veg Power campaign, distributing school packs to every primary school pupil in Middlesbrough (c.13,500) and a coordinated poster, adshell and social media campaign promoting the consumption of more veg. Veg Cities worked with Teesside University to set-up the Veg Patch – a student run weekly pop-up stalls at the Middlesbrough campus redistributing surplus veg and fruit from the Co-op on a pay-as-you-feel basis. Seasonal produce from local growers will supplement surplus food; recipes are distributed and students can sign up to cooking classes. The Facebook post reaches nearly 3,000 people. The Veg Patch model is now being replicated at three primary schools within deprived wards to provide fresh produce from Sainsbury's and Tesco's to compliment Fairshare stalls supporting struggling families.



## Promoting Healthy and Sustainable Food to the Public

1.2

Campaigns to promote more public consumption of sustainable food – including fresh, seasonal, local, organic, sustainably sourced fish, high animal welfare, meat free and/or Fairtrade – are being delivered.

Middlesbrough's campaign to increase the awareness and use of Fairtrade products continues with the annual celebration of Fairtrade during Fairtrade Fortnight, multiple press releases (7 in 2018) and the annual Christmas Fairtrade shop. Middlesbrough Council use Fairtrade products in all eight Community Hubs and the central library, and information boards are displayed disseminating the benefits. There are 118 locations that sell Fairtrade products and new businesses are recruited through visits as a part of the Breastfeeding Awareness campaign, Food4Health and BHAWA. Teesside University are keen to maintain their Fairtrade status and support their Food Co-op society that sells Fairtrade and healthy sustainable food. Seven students have also become Fairtrade volunteers, supporting a range of initiatives on campus that promote Fairtrade as well as the town's two yearly Fairtrade Town status application.

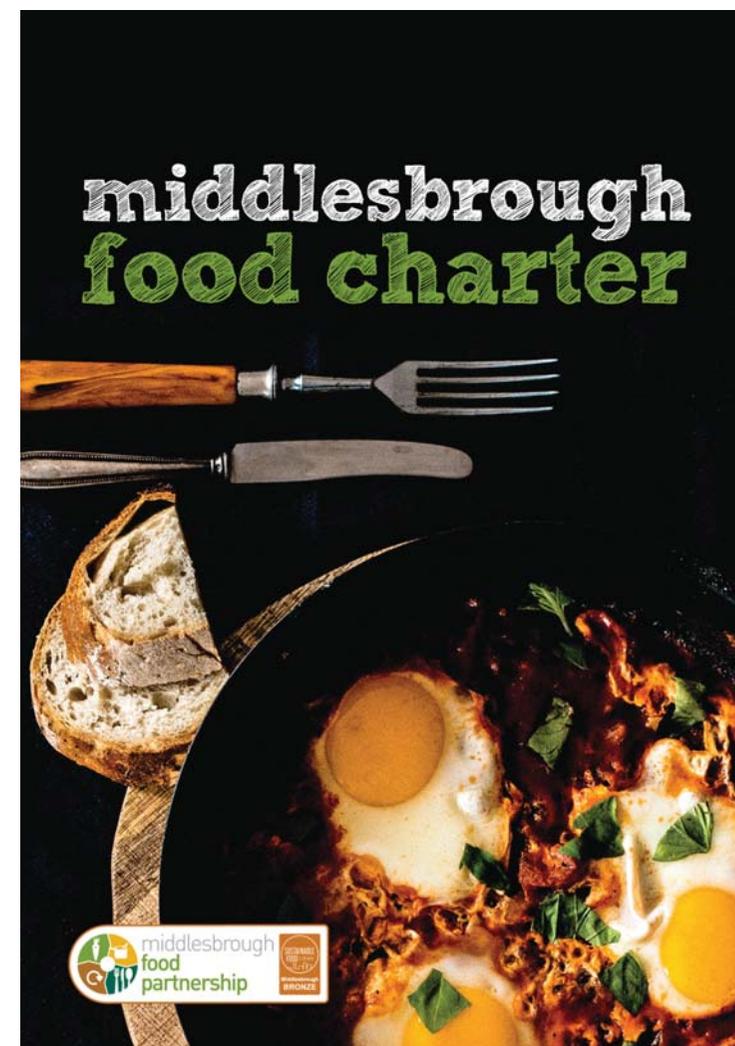


### 1.3 A food charter or equivalent that encapsulates the food ambitions/vision for your city/place has been developed and a range of organisations have pledged/committed to taking specific practical actions to help achieve those ambitions.

In 2017 the Middlesbrough Food Partnership reviewed the Middlesbrough Food Action Plan and the then People's Food Pledge and the Business Food Charter (see below). It was decided to combine the Food Charter and People's Food Pledge into one Food Charter, making it simpler and easier for the general public and businesses to find out how they can get involved with the food culture in Middlesbrough – by signing up to the Food Charter <https://www.surveymonkey.co.uk/r/QFLYP25>

Business and organisations were invited to sign up to the charter on via the Middlesbrough Environment City website and also via printed flyers. Signing the Charter gives businesses the opportunity to make a commitment to supporting and achieving a range of ambitions as set out in the Food Action Plan for Middlesbrough and they pledge to:

- procure more sustainable, local and responsibly sourced food
- serve healthy, seasonal and responsibly sourced food
- reduce and recycle food waste or dispose of it responsibly
- try to buy food that doesn't have lots of packaging and recycle any packaging that you can
- buy Fairtrade food
- encourage and support your customers and employees to do as many of the points below as they can



### 1.3

A food charter or equivalent that encapsulates the food ambitions/vision for your city/place has been developed and a range of organisations have pledged/committed to taking specific practical actions to help achieve those ambitions.

Similarly to business and organisations, individuals were also encouraged to show their support of the work of the Middlesbrough Food Partnership by signing the charter via the same channels. The charter also sets out how they as individuals and households can make positive changes by trying to:

- eat a healthier diet that is low in salt, sugar and fat
- eat less meat and more fresh vegetables and fruit
- not cook more than you need and re-use leftover food
- buy food that has less packaging and recycle as much packaging as you can
- buy food that is produced locally to Middlesbrough – find local food at [www.growingmiddlesbrough.org.uk](http://www.growingmiddlesbrough.org.uk)
- buy Fairtrade items
- use local independent shops
- grow some of your own food
- ask your employer, school or local community organisation to support the work of the Food Partnership and sign up to the Food Charter too

A range of support is available to help individuals and businesses to achieve these pledges via <http://menvcity.org.uk/middlesbrough-food-partnership/>

All business, organisations and individuals are encouraged to get in contact with the Middlesbrough Food Partnership to access the wider support network, with the hope they would also become more involved in working towards achieving the aims of the Food Action Plan.

The MFP is actively promoting the food charter and recruiting businesses and individuals to sign up. For example, Food4Health, delivered by MBC Environmental Health/Public Protection are promoting the Food Charter to all food businesses they work with, and Warrens Group Ltd are raising the profile of the Middlesbrough Food Partnership through engaging larger food processors with the Food Charter. To date 23 businesses and organisations and 48 individuals have pledged their support. These can be viewed here: <http://menvcity.org.uk/wp-content/uploads/2018/10/Food-Charter-Supporters-A4LS-Mk2.pdf>

*A key ambition of Middlesbrough Food Partnership is that the whole community should be given the opportunity to get involved with the creation of a food culture which gives access for everyone to good food which is healthy, locally produced and value for money. Prior to 2018 and initially under the brand 'Growing Middlesbrough' a Food Charter was developed aimed at all businesses, charities and organisations based in the Borough. A People's Food Pledge was also created which was aimed at anyone living, working or visiting the town.*

1.3

A food charter or equivalent that encapsulates the food ambitions/vision for your city/place has been developed and a range of organisations have pledged/committed to taking specific practical actions to help achieve those ambitions.

### **Business Food Charter**

*Business and organisations were invited to sign up to the charter on the Growing Middlesbrough website. Signing up to the Charter gave businesses the opportunity to make a commitment to supporting and achieving a range of ambitions as set out in the Food Action Plan for Middlesbrough.*

*Businesses and organisations could pledge to work towards some or all of the following ambitions:*

- *Health and Nutrition – find help and support to help turn their organisation into a healthy food environment.*
- *Local and Sustainable Food – support initiatives which bring people and businesses together and help increase the availability, consumption and production of healthy affordable food.*
- *Reducing Food Waste – support for businesses to reduce food related waste.*
- *Fairness in the food chain and tackling food poverty – promoting Middlesbrough’s Fairtrade programme and ensuring priority is given to tackling food poverty.*
- *Education and Skills – giving everyone the opportunity to learn about food production and how to grow and cook healthy food.*
- *Strong local food production and catering – helping businesses procure and provide healthy and sustainable food.*

*The Growing Middlesbrough website provided information and advice linked to all the ambitions to help organisations achieve their commitments. Upon signing the Charter the business received a certificate confirming they are part of the Growing Middlesbrough food network. Since its launch in Summer 2016, seven organisations have signed the Food Charter.*

### **People’s Food Pledge**

*The People’s Food Pledge was launched in September 2015 at the Town Meal and gained over a hundred signatures. The Food Pledge invites everyone living, working or visiting Middlesbrough to get involved with the Food Action Plan’s vision of creating a town where local people can eat good quality, healthy food that is easy to buy, offers good value for money and is produced locally wherever possible. By signing the Food Pledge and agreeing to make small changes to their eating and shopping habits, people can link into an online range of support, including advice, links to healthy cooking workshops and horticultural courses, and information about enjoying a more healthy diet, reducing food waste, composting kitchen waste, buying Fairtrade food, buying local food wherever possible and growing some food at home. The Pledge is available on line at the Growing Middlesbrough web page and once signed up – people become part of the Growing Middlesbrough food network and receive newsletters and information about local food events, skills workshops etc.*

### 1.4 An identity (brand/logo/strapline) for your city-wide initiative has been developed and is being promoted to the public as an umbrella for all the great work on healthy and sustainable food in your city.

Middlesbrough Food Partnership have created a new brand (see below) to promote the Food Partnership. It is an umbrella for the diverse work being delivered in Middlesbrough around the food agenda and to encourage people to get involved and become a part of a sustainable local food culture and movement. Members of the partnership use the brand on work that is delivered that is in line with the aims and actions of the Food Action Plan. This increases the visibility of the Food Partnership and the work of the Food Action Plan. See Appendix 03 of examples of partners using brand.



Other important brands include Middlesbrough Council's Food 4 Health which is a widely recognised brand that promotes healthy food and healthy eating within businesses and settings.

# Food4Health

Prior to the Middlesbrough Food Partnership brand, the Growing Middlesbrough brand was adopted to promote local sustainable food and the ambitions of the Food Action Plan. Growing Middlesbrough became an extremely visible and popular initiative within the town, and became synonymous with local, sustainable and healthy food and in general the work of the Middlesbrough Food Partnership and the aims of the Food Action Plan. Growing Middlesbrough and the brand are still widely used and recognised, and are used in conjunction with the new MFP brand.

# growing middlesbrough

Improving access to local food

### 1.4

An identity (brand/logo/strapline) for your city-wide initiative has been developed and is being promoted to the public as an umbrella for all the great work on healthy and sustainable food in your city.

*Growing Middlesbrough acts as a supportive network of businesses and organisations, retailers and food enthusiasts.*

*Joining the Growing Middlesbrough movement provides:*

- *membership of a supportive network representing all food sectors;*
- *a free listing on the Growing Middlesbrough local food website and database;*
- *free regular events and workshops;*
- *use of the 'Growing Middlesbrough' logo for POS materials and displays; and*
- *a quick and easy application process with self-certification.*

*The Growing Middlesbrough web page <https://www.mencity.org.uk/gm/> provides users with many links to the work being delivered across Middlesbrough. As well as details of all the food-related events that are taking place in Middlesbrough, including regular Farmers' Markets and the local Orange Pip market, there are details of other specialist food markets and food events such as Local Food Weekends. There are also links to a database of local food producers and restaurants serving locally produced food.*

*Growing Middlesbrough has developed and produced two cookbooks which focus on healthy eating on a budget using seasonal produce and low cost, sustainable cooking methods of microwave and slow cooker. The recipe books can be downloaded free of charge from the website and details of slow cooker workshops are also available where people can learn about shopping and cooking healthy food on a budget.*

*<https://www.mencity.org.uk/gm/cooking/>*

*Growing Middlesbrough's Local Food Directory provides a database of local food producers and restaurant serving locally produced food. There is also a link to the Middlesbrough Fairtrade Directory which lists all the retail outlets for Fairtrade produce in the town as well as a list of cafes and other venues where Fairtrade food is served.*

*<https://www.mencity.org.uk/gm/food-businesses/>*

## 1.5

Public understanding of food, health and sustainability issues is being raised through a variety of communication tools including web sites, social media, magazines, film shows, radio and press pieces, talks and conferences.

In addition to section 1.1, the following messages are being delivered by the Middlesbrough Food Partnership (MFP) and wider partners.

### Websites and social media

- Growing Middlesbrough and Middlesbrough Environment City twitter, Facebook and website pages promote a wide variety of food, health and sustainability messages (@Growingmbro @menvcity) (/growingmiddlesbrough and /menvcity) ([www.growingmiddlesbrough.org.uk](http://www.growingmiddlesbrough.org.uk)  
<http://menvcity.org.uk/middlesbrough-food-partnership/>)
- Positive food, health and sustainability messages are promoted by MFP partners eg. Teesside University's website and social media channels promote work that staff and students are involved in that support the Food Action Plan e.g. messages tackling obesity (<https://twitter.com/TeesUninews/status/1093474501302644742>), the 'Happy Pear' talk ([https://www.tees.ac.uk/sections/stud/news\\_story.cfm?story\\_id=7049&this\\_issue\\_title=January%202019&this\\_issue=308](https://www.tees.ac.uk/sections/stud/news_story.cfm?story_id=7049&this_issue_title=January%202019&this_issue=308)) and the launch of the Veg Patch project ([www.tees.ac.uk/sections/news/pressreleases\\_story.cfm?story\\_id=7056&this\\_issue\\_title=February%202019&this\\_issue=309](http://www.tees.ac.uk/sections/news/pressreleases_story.cfm?story_id=7056&this_issue_title=February%202019&this_issue=309))

### Magazines and press

- The Love Middlesbrough magazine (distributed to 67,000 homes in Middlesbrough) features a breadth of articles highlighting good food, health and sustainability stories with seven articles in the last year. (<https://www.middlesbrough.gov.uk/mayor-council-and-councillors/about-council/love-middlesbrough-magazine> Appendix 04 & 05)
- Middlesbrough Council internal news bulletins remind staff of the council's commitment to using Fairtrade and promotes the use of Fairtrade products (x2).
- There have been multiple articles featured with the local and regional press over the last 18 months, covering Local Food Weekends (Appendix 06), Beyond the Parmo Food Summit, Sugar Smart, British Food Fortnight 2017, Pie Jackers (Appendix 07) and Fairtrade (x5) (Appendix 08).



### Vegan store is a first for Teesside

Teesside's first vegan convenience store has opened in Dundas Shopping Centre.

Committed twentysomething Middlesbrough vegans Matthew Wilson (23) and Charlotte Belfonley (24) have launched The Little Vegan Market to make vegan food and other products more accessible. The new outlet sells a wide range of meat, milk, cheese and egg alternatives, vegan confectionery and crisps, as well as more specialist products such as jackfruit, which can be used to make vegan pulled pork, and wheat gluten, also called seitan, which is also a meat substitute and can be combined with liquid smoke to create a barbeque flavoured meat alternative. The new shop also has a minimal waste section which offers bulk dried foods, as well as vegan shampoos, conditioners and detergents to customers who bring their own containers, although paper bags and containers are also available in store. Shoppers queued outside The Little Vegan Market on its opening morning, with the shop selling out of beans and vegan sausages before the end of its first day's trading. Charlotte, who previously worked in local health food shops for a number

of years, teamed up with Matthew to plug a gap in the market as they both found it very difficult to buy vegan products locally. She said: "We have taken a risk, but we hope to combine our vegan and ethical beliefs, particularly about reducing waste, with a successful business. Although most of our products are also available online, our customers can get them from us immediately without paying delivery costs."

Matthew added: "David has been fantastically helpful, passing on a lot of knowledge to help us get set up and to start trading. Without his help, we may not have got our new venture off the ground." David Harris says: "We are delighted to welcome The Little Vegan Market to Dundas Market. Charlotte and Matthew will complement our other businesses and their friendliness and service ethos will fit right in with the other traders in our community market. Further information about The Little Vegan Market is available from [facebook.com/thelittleveganmarket](http://facebook.com/thelittleveganmarket)

"We have got a good location in the market next to Alfa Ego. Our first couple of days trading were amazing, and we have got some excellent reviews on Facebook. We hope this will continue as word of our presence spreads."

Matthew and Charlotte (left) chose Dundas Market as the location for The Little Vegan Market because of its reputation for helping start-up businesses and are full of praise for Dundas Market Manager David Harris.

David Harris says: "We are delighted to welcome The Little Vegan Market to Dundas Market. Charlotte and Matthew will complement our other businesses and their friendliness and service ethos will fit right in with the other traders in our community market."

Further information about The Little Vegan Market is available from [facebook.com/thelittleveganmarket](http://facebook.com/thelittleveganmarket)

1.5

Public understanding of food, health and sustainability issues is being raised through a variety of communication tools including web sites, social media, magazines, film shows, radio and press pieces, talks and conferences.

### Film and radio

- Zetland FM and BBC Tees ran features covering the Middlesbrough Food summit (see 1.6).
- Sugar Smart has been promoted on BBC Tees, Tees FM and Community Voice FM.
- The Local Food Weekends generate interest from local radio, including BBC Tees, with interviews.
- Growing Middlesbrough have a number of films on the benefits of local and sustainable food <https://vimeo.com/groups/501550>
- The launch of the Veg Patch and the Veg Cities Soup Bag project (see 1.2) featured on TFM radio.

### Talks and conferences

- The MFP disseminate information about food, health and sustainability through stands at the Teesside University's quarterly Middlesbrough Community Markets, the annual Town Meal (attended by c.5,000 people), and twice yearly James Cook University Hospital Sustainability day (c. 60 people each day).
- The MFP attended the Tees Valley Business Summit (c.1000 delegates) for three years to promote the partnership to a range of businesses encouraging them to switch suppliers to local food and drink.
- Growing Middlesbrough and Food Partnership engagement was promoted at the Better Health at Work Award Ceremony dinner, attended by 60 organisations/c.200 delegates; and at the Extra Life conference, attended by 15 organisations/c.60 delegates.
- Environmental Health Officers deliver a public awareness programme on the risks of food allergies, how to reduce risks and how to take action.
- At the Schools Parent Support Advisor Network event, attended by 10 schools, delegates were informed of key food poverty and Holiday Hunger issues and existing support available for families of children.
- Talks on the amount of sugar present in popular drinks was delivered as a part of the Sugar Smart campaign to 25 pupils and 2 staff at the Northern School of Art and at assemblies in five secondary and three primary schools (c. 1250 children). At one secondary, the talk was recorded for the internal intranet and uploaded to parent platform, accessible to c.1400 pupils.



## Promoting Healthy and Sustainable Food to the Public



1.6

The public have a wide range of free opportunities to see, taste and learn about healthy and sustainable food – e.g. through demonstration, sharing and celebration events such as food festivals and ‘town meals’.

The general public have a range of free opportunities throughout the year to see, taste and learn about a range of healthy and sustainable food:

The annual Middlesbrough Town Meal is a free event hosted by MEC and includes opportunities to learn about local and sustainable food, community growing and volunteering and includes a free meal cooked using donated vegetables from local community allotments. Different groups deliver cooking demonstrations and tasters throughout the day, including Middlesbrough College students, the local deaf community centre, and refugees and asylum seekers. It was first hosted in 2009 and since then has become a favourite community event with around 6,000 visitors each year. It brings together local food producers and traders, including Fairtrade stalls, and includes family activities, such as beekeeping demonstrations, and keeping chickens. There is also a produce competition incorporating a schools vegetable growing competition.

The Community Patchwork Orchard (CPO) is increasing access to free fruit by creating public accessible fruit trees. Over the last two harvests, the project delivered seven apple picking and pressing events, providing fresh juice tasting as well as an opportunity for the public to bring their own apples for pressing. Half of these events were at the Farmers’ Market at Stewart Park, with approximately 100 people at each event. The CPO also donated plums and apples to community hubs in the most deprived wards, allowing residents free fruit.

community  
patchwork  
orchard



**MIDDLESBROUGH** Centre Square  
Middlesbrough, TS1 2AZ

# TOWN MEAL

**2018** Saturday September 15  
12.00 noon - 4.00pm

**JOIN US FOR A FUN FILLED DAY!**

Free entertainment for all the family

Brass Band · Produce Competition · Pony Riding  
Chef Demonstrations · Vintage Bus Ride · Bouncy Castle  
Punch and Judy · KMX Karis · Climbing Wall · Treasure Hunt  
and many more activities

And of course... **The Free Meal** made from  
produce grown in and around the area

For further information contact  
**Middlesbrough  
Environment  
City**  
on 01642 579820 or  
visit [menvcity.org.uk](http://menvcity.org.uk)  
facebook.com/menvcity  
@Menvcity

MIDDLESBROUGH Environment City  
Middlesbrough  
ONE PLANET MIDDLESBROUGH  
creating sustainable communities  
LOTTERY FUNDED

### 1.6

The public have a wide range of free opportunities to see, taste and learn about healthy and sustainable food – e.g. through demonstration, sharing and celebration events such as food festivals and ‘town meals’.

Beyond the Parmo, Middlesbrough’s Food Summit (November 15th 2017), was a significant public event raising the profile of the work of the Middlesbrough Food Partnership. Over 80 delegates attended from as far as Edinburgh, Peterborough, Carlisle and Preston and was free to attend by the general public and businesses. Elements of the conference included:

- a Meet the Producer event, where general public and food buyers met local producers and sampled healthy, local and sustainable food
- key messages about healthy, local and sustainable food that people could sample through demonstrations
- a walk-through tour of Middlesbrough Food Quarter, with free samples of local food and drink provided by a number of independent food outlets that are a part of the successful Growing Middlesbrough initiative

Middlesbrough Institute of Modern Art (MIMA) and Teesside University run a number of projects, engaging the public with healthy and sustainable food. How We Eat is a programme of creative cooking, shared meals and conversations with artists and food professionals, with a Youth Group in one of the town’s most deprived areas. The group developed food preparation skills, learnt about production systems, nutrition, international cuisine and the environment. Across 24 sessions, 40 young people designed recipe books and developed drinks using elderflower blossom picked locally.

Other free opportunities include:

- 250+ pupils from four schools tried a variety of fruit through fruit and smoothie tasting sessions and low/ no sugar cakes through the Sugar Smart campaign.
- The 2018 Feast of Fun programme provided cooking experiences in nine communities with 490 children & adults and provided free fruit & veg/salad options, often introducing children to new foods.
- Middlesbrough Council continue to run the Orange Pip market providing the general public an opportunity to try a range of local food and drink  
<https://www.facebook.com/OrangePipMarket/>

**Microwave and Slow Cooking demonstrations** – Between 2015 and 2017 Middlesbrough Environment City (MEC) delivered regular monthly demonstration and taster demonstrations at North Ormesby’s weekly market which has been held in North Ormesby since 1850 and has a wide variety of stalls selling food including fruit, vegetables, meat, eggs, fresh fish, and other produce. North Ormesby is one of Middlesbrough’s most disadvantaged wards and was recently reported as being one of the most deprived in the Country. The free demonstration sessions help us raise the awareness of good food on a budget and helped us promote some of our other free cooking skills sessions including Slow Cooker Workshops, Microwave Cooking Workshops which help people learn low cost cooking skills with inexpensive ingredients. During 2017 and early 2018 MEC attended seven markets and gave away 187 free Microwave Cookery Books developed by Middlesbrough Environment City.

<https://www.mencity.org.uk/gm/cooking/>

### 1.6

The public have a wide range of free opportunities to see, taste and learn about healthy and sustainable food – e.g. through demonstration, sharing and celebration events such as food festivals and ‘town meals’.

**Cultures Cooking Together** – Investing in People and Culture (IPC) is a voluntary organisation which promotes the social wellbeing of refugees and asylum seekers. IPC provides vulnerable migrants with access to a safe community hub and avenues to activities including horticulture and cooking. IPC were supported by Middlesbrough Environment City and North Star Housing to develop a community kitchen. A series of free cookery demonstrations was led by the MEC cooking team where people from different cultures came together to cook and share recipes from their own culture. The sessions were held in 2015, six sessions were held with four different groups of people. As a result of attending these sessions two people undertook a Train the Trainer and Food Hygiene Course delivered by MEC and are now delivering cooking sessions within the migrant community in Middlesbrough. The following links celebrate these activities.

<http://www.i-p-c.org/cultures-cooking-together.html>

[http://www.thenorthernecho.co.uk/news/local/teesvalley/middlesbrough/13842208.Refugees\\_brought\\_together\\_through\\_cookery/](http://www.thenorthernecho.co.uk/news/local/teesvalley/middlesbrough/13842208.Refugees_brought_together_through_cookery/)

Throughout the year MEC also host a series of free workshops, taster sessions and Allotment Open Days as a great way of sharing information about local growing. These included:

- Introduction to permaculture courses – 15 people attended this course held at Town Farm Allotments
- Beekeeping courses – 8 people attended a three day course held in 2015
- Build and fill your own wooden planter a group of older men attended this course as part of a wider wood working course



## Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food



### 2.1

A multi-agency partnership – involving key public and voluntary organisations – has been established to assess and tackle the full range of issues that contribute to food poverty in a joined-up strategic way.

In 2017, a multi-agency Middlesbrough Food Power Alliance (MFPA) formed, building on the work of previous working group (see below) to expand existing provision offered within the town to addresses food poverty and food insecurity. The Food Power Alliance will be leading on and reporting on the food poverty strand of the Middlesbrough Food Action Plan, and are registered as a Food Poverty Alliance with Food Power. In 2018 the MFPA created and published the Food Power Action Plan <http://menvcity.org.uk/food-power/> - a food poverty strategy for Middlesbrough covering four themes: School Holiday Provision; Surplus Food; Maximising Income and Healthy Start Vouchers.



The Middlesbrough Food Partnership and the MFPA are working with a Holiday Food Provision working group consisting of Middlesbrough Council Public Health and Education departments, Together Middlesbrough and Cleveland, VCS and faith groups to ensure there is adequate capacity to undertake statutory provision of holiday food requirements. After a presentation from the MFPA on Holiday Hunger, Middlesbrough Council Children & Young People’s scrutiny panel prioritised Holiday Provision and are working with this Holiday Food Provision working group to develop work to be ready to apply for DfE Holiday Activities and Food Pilot Fund for 2019 and other funding opportunities to upscale existing provision to ensure more children receive holiday food support.

An additional key piece of work that has come about as a result of the Middlesbrough Food Power Alliance is the creation of a Surplus Food Hub. The hub acts as a central collection and distribution point of surplus food for charities and organisations that supply free and low cost food to people in need. Through working together, the hub makes the collection and distribution of surplus food more effective and efficient, and has better access to larger quantities of surplus food. A development kitchen is also planned to be linked to the hub, allowing for more food to be utilised through being preserved or cooked and frozen.

#### Bronze:

*In 2016 a food poverty conference ‘Food for Thought’ led to the establishment of a food insecurity working group consisting of multi-agency partners, including: Middlesbrough Foodbank, Middlesbrough Council Public Health, Middlesbrough Council Financial Inclusion Group, Citizen’s Advice Bureau, primary schools, charities working with refugees and asylum seekers and the homeless and vulnerable.*

### Middlesbrough Food For Thought Event

**Friday 19th February 2016 10.00am – 2.00pm**  
**The Hub – Teesside University Students’ Union, Campus Heart, Middlesbrough, TS1 3BA**



**Middlesbrough Food Partnership is hosting a half day food poverty event.**

This event will be of interest to charitable organisations, housing providers, local authority services and other public and private sector agencies or anyone in Middlesbrough who provides, cooks, or grows food.

**Confirmed Speakers:**

- Dave Budd, The Elected Mayor of Middlesbrough
- Geoff Tansey, Chair of the Fabian Commission for Food Poverty. The Fabian Commission has recently published a report *Hungry for Change* which sets out how a fairer food system can be built that works better for people on low incomes.
- Niall Cooper, Director of Church Action on Poverty. Church Action on Poverty have run several high-profile campaigns on debt, poverty and asylum issues.

A full itinerary will be issued nearer the date.  
 Booking is free but places are limited – please contact Middlesbrough Environment City to register –  
**Melanie.greenwood@menvcity.org.uk or call 01642 243183**

## Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food



2.1

A multi-agency partnership – involving key public and voluntary organisations – has been established to assess and tackle the full range of issues that contribute to food poverty in a joined-up strategic way.

*An action plan is currently being developed, however work is already being done in a number of areas, including:*

### **School Holiday Food Provision**

*A questionnaire was issued to all schools in Middlesbrough to survey the extent of food poverty experienced by the school and measures currently in place. Of the schools responding, 81% agreed that food poverty, children arriving at school hungry and going hungry during holidays was an issue in their school. As a result, work is underway increase the number of schools are signed up as referral agencies to Middlesbrough Food bank (currently 10). The school holiday provision will also involve more schools during 2017.*

### **Hope4Summer**

*Local charity Together Middlesbrough & Cleveland has run the Hope4Summer Initiative for the past four years, providing activities and healthy food during the summer holidays in communities where free school meal provision is high. During 2016, Hope4Summer teamed up with the Lunch Box Project provided by Middlesbrough Council Public Health Team and extended the provision to eight locations including churches, community centres and two schools. Last year the project ran for a total of 21 days and around 5,000 meals were provided to families. During the sessions, parents are offered trained to become volunteers for the project, including a food hygiene certificate, adding sustainability to the project. The project will extend to 15 venues including six primary schools in 2017.*

### **Slow Cooker Workshops**

*Working with MEC, the slow cooker project has been made available to 200 families and individuals during 2016, providing them with the skills to cook simple, healthy recipes. The workshops are offered to foodbank users and people attending can take away a slow cooker, recipe and larder pack at the end of the workshop. The workshop consists of two cooking sessions each involving a cooking demonstration preparing simple, low cost meals that can be cooked using a slow cooker. Adaptations to recipes are discussed and recipes specifically designed for the slow cooker are provided in the booklet 'Cut the Cost of Cooking'.*

*<https://www.mencity.org.uk/gm/cooking/>*

### **Foodbank Recipe Cards**

*A range of recipe cards has been developed and printed onto wipe clean card. These are then included in food bags alongside all the ingredients needed to produce a healthy, value for money meal. The cards also contain nutritional information and signposting users to other areas of help, eg help with fuel debt, energy advice, welfare rights advice and healthy cooking workshops. The recipe cards are available in all Foodbank distribution centres. During the winter period October 2015 to March 2016, 449 food parcels were distributed, representing 1024 people. Recipe cards are offered with every food parcel and will continue to be offered throughout the year.*

## Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food



### 2.3

**For those in urgent need - and particularly benefit recipients facing delay or suspension in payments - relevant agencies are providing rapid referral to hardship funds and emergency food aid.**

The services below continue to offer the emergency food aid outlined. As a result of an audit on free and low cost food provision undertaken by the Middlesbrough Food Power Alliance a more extensive Free Food List (coordinated by Change Grow Live

<http://mapmiddlesbrough.com/wp-content/uploads/2019/01/Middlesbrough-Free-Food-List-Winter-2019.pdf>

has been compiled which included more information on criteria for professionals to refer clients into services.

Local charity Investing in People and Culture (IPC) work with and support destitute asylum seekers and refugees. A key part of their work is administering Hardship provision through the Mary Thompson Fund (see below). They have expanded the service they provide and now offer their clients a hot freshly cooked healthy meal when they come and collect emergency food parcels and vouchers. A client has now also started offering fellow clients free haircuts as well.

The Middlesbrough Food Bank have increased the number of referral agencies from 100 to 130 locations. Public Health and Middlesbrough Food Bank are working with schools to increase the number of voucher providers for Food banks, and devising mechanisms to ensure parents can access Food Bank vouchers in school holidays. A new independent vegan store in Middlesbrough town centre has started a vegan food bank.

#### **Bronze:**

*There are several hardship funds available across the town which can be accessed by a variety of agencies including Middlesbrough Citizen's Advice Bureau, Tees Valley Community Foundation Emergency Relief Fund, Mary Thompson Foundation and Middlesbrough Together - all give access to emergency food as a matter of course. There is also a network of provision across Middlesbrough which ensures that at least one hot meal can be had on any given day for those in need. Middlesbrough Council publishes a the Free Food List detailing all the help available. Further help and information is accessed here and is available from the Growing Middlesbrough web page.*

***Middlesbrough Foodbank** uses a voucher system and works with over 100 referral agencies to ensure that people in urgent need receive a 3-day emergency food parcel. Middlesbrough Council welfare benefits service operates a fast-track referral system, whereby telephone referrals can be made to the Foodbank to ensure same day provision. Emergency food parcels are provided for 100-120 people each week. <https://middlesbrough.foodbank.org.uk/>*

*Middlesbrough Foodbank works in partnership with the Firm Foundations project (Help in Crisis Lottery funded project) to refer people for extra support and advocacy where needed. Firm Foundations staff are able to support people in accessing relevant hardship funds e.g. Teesside Emergency Relief Fund.*

*Firm Foundations <http://www.middlesbroughandstocktonmind.org.uk/services-support/firm-foundations.aspx>*

*Teesside Emergency Relief Fund <http://www.teesvalleyfoundation.org/apply-for-support/apply-for-a-grant/results?authority=1&type=2&submit=>*

*Middlesbrough has a large population of refugees and people seeking asylum. Hardship provision is coordinated between local charities, with emergency food parcels provided each week by the Mary Thompson Fund <http://refugee.org.uk/node/205> and Open Door North East. <http://www.opendoornortheast.com/> Up to 70 food parcels are provided each week, with advice about housing and other support needs.*

*North Ormesby Community Hub provide a free breakfast for anyone in need with food donated by the Greggs Foundation.*

## Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food

### 2.4

**Health professionals, welfare advisers and/or housing/voluntary organisations are trained in food poverty issues and are able to advise clients on accessing affordable healthy food and skills training such as menu planning, food buying and cooking.**

Coordinated through the Financial Inclusion Group (FIG), a more holistic and joined up approach is being taken by partners that support clients that are suffering or at risk of poverty related issues. Making Every Contact Count is of paramount importance to the group, with equipping frontline staff with the knowledge and skills on identifying issues that clients may be suffering from and the range of services available to support them. The FIG have an identified working group focussing on training frontline staff, and 'training' is a key action within the Food Power Alliance Action Plan and the Affordable Warmth Action Plan. Since the start of 2018 13 training sessions have been delivered to 72 frontline staff.

The Affordable Warmth Partnership and the Citizen Advice Bureau run bi-monthly support drop in sessions at the eight Community Hubs where information on how to access healthy food is also delivered. In addition, Middlesbrough Environment City have a close working relationship with staff at the Hubs who support clients in accessing free skills training (such as Cooking on a Budget, Basic Cooking Skills and Cooking with a Slow Cooker (see 3.6)) and actively promote and recruit people onto these courses.

Middlesbrough Council are running a programme of eleven RSPH Level 2 accredited one day courses on Understanding Health Improvement for health champions and volunteers. Volunteers are then equipped to promote health and wellbeing and able to direct individuals towards further practical support to live a healthier lifestyle. The course covers definitions of health, causes of inequalities, models of health, communication, brief interventions and lifestyle advice, approaches to health and goal setting. Middlesbrough Council have trained around 500 people since commencement in 2013/14.

During an auditing and awareness raising exercise with schools, the Food Power Alliance disseminated key messages relating to food poverty and provided information directly to schools and Parent Support Advisors on all relevant services (such as the Free Food List (Appendix 09) and Holiday Hunger Feast of Fun programme) that people in need can be signposted to. All relevant agencies and services were also present at a Parent Support Advisors event that raised the awareness of food poverty issues and provided the 15 school staff with training on where further information and support is available to support families suffering or at risk of food poverty. Following on from this event, local charity Children's North East delivered training on Poverty Proofing the School Day which includes food poverty safeguarding issues to the Parent Support Advisors group through the Middlesbrough Achievement Partnership.

Eight Teesside University Students Union staff have received training on food poverty issues and the Students' Union are a food bank voucher holder and can issue to students. They are also able to signpost students who are facing hardship to additional services and support. Middlesbrough Food Bank are working with TU Student Support Centre (20 staff), Middlesbrough College and nine schools within the town to deliver training to frontline staff with the view of them also becoming food Bank voucher holders.



## Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food

2.5

A range of healthy weight services and initiatives are being provided, from dieting and nutrition advice and support to exercise programmes and facilities.

**New Life New You** – a culturally-sensitive evidence-based lifestyle programme run by MEC offering an eight week programme of physical activity and nutritional advice targeting people from BME communities who are at a higher risk of developing T2D. Upon successful completion participants have access to a further four months of free physical activity sessions with ongoing motivational support and advice. Throughout 2015-2016 more than 90 men and 100 women have accessed the programme.

**Healthy Walk Sessions** – run by MEC to encourage hard to engage groups to take up exercise in a friendly social environment e.g. BME groups. The walks are free for anyone to access and there is at least one walk per day Monday to Thursday each week. We also train walk leaders to encourage people to run their own sessions.

**Extra Life** – Middlesbrough Council's Public Health team has created the Extra Life programme which is a settings-based approach to promoting a healthier lifestyle into organisations and workplaces. The programme works on the basis that people are influenced by their familiar surroundings and so works with organisations to make the environment that people work, live and study in a healthy environment. Current Extra Life partners include: Teesside University, Middlesbrough Council, Middlesbrough College, South Tees NHS Foundation Trust and Thirteen Group (the area's largest social housing provider). The Extra Life Programme gives each organisation an Extra Life toolkit, helping them to identify areas for improvement to enable a healthier workplace environment.

[https://middlesbrough.gov.uk/sites/default/files/Health\\_Wellbeing\\_Strategy\\_2013-2023.pdf](https://middlesbrough.gov.uk/sites/default/files/Health_Wellbeing_Strategy_2013-2023.pdf)

Every three years the Council's Public Health team undertake a Health Needs Assessment with all Extra Life settings to help the setting as a whole identify what is important to the organisation and staff, and then put plans in place to help them to improve the health for their staff.

**Focus on Under Nutrition** – initiated by Middlesbrough Council Public Health and delivered by MEC, this programme engages all care homes in Middlesbrough. The programme is delivered in two ways:

- care home staff are trained to enable them to screen for and identify malnourishment in their residents; and
- a catering course is delivered to train staff in the creation of balanced menu plans which take into account the individual needs of all residents.

To date the Focus on Under Nutrition programme has engaged with 17 care homes in Middlesbrough. Eleven have been fully trained and six are still receiving training. Further Public Health funding has been secured to allow the programme to roll out to the remaining Elderly Care Homes in Middlesbrough.



## Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food

2.5

A range of healthy weight services and initiatives are being provided, from dieting and nutrition advice and support to exercise programmes and facilities.

Over the last couple of years the Focus on Undernutrition programme has increased the amount of elderly care homes that are now either accredited or working towards their first year of accreditation from 17 to 24. Of the six outstanding care homes in Middlesbrough five are signed up to commence training in early 2019 and will achieve full accreditation in 2020. Only one care home is yet to engage with the programme. The programme has now been written into the contacts and commissioning care home review tool and contract which means all elderly care homes will be expected to achieve the standards set out by the FoU programme.

Middlesbrough Public Health run a range of weight management courses that focus on changing behaviours by working with participants on looking at and making changes to their diet by making it healthier and more nutritious, as well as taking up more exercise. Some of these include HENRY (Health Exercise Nutrition for Really Young), their Child weight management service, Exercise on referral, including aqua, exercise and a twelve week gym programme, Stroke rehabilitation and nutrition and chair based Tai Chi, Mummy Buggy, and Exercise for the over 50s. All of these courses follow national guidance and best practice on tackling obesity and are delivered by staff who are part of delivering Food4Health, and so follow the clear guidance of healthy eating.

Middlesbrough Council are now able to offer Jamie's Ministry of Food courses from the Live Well Centre. 4 members of staff from the Public Health team have been trained by Jamie Oliver's team and are able to offer the 8 week course which aims to 'keep cooking skills alive'. The course focuses on many aspects of healthy cooking including improving cooking skills, learning new recipes, talking about the basics of healthy eating as well as animal welfare, sustainable food and food safety.

Middlesbrough Environment City deliver a number of exercise programmes with the aim of helping people be more active, healthier and to reduce isolation. They run a programme of guided cycle rides ranging from easy to more challenging rides, supporting people to get on and enjoy riding their bike. From August 2018 until end of February 2019 there have been a total of 138 rides with a total of 270 people taking part. Since 2016, there has been a coordinated Walking for Health programme of supported guided walks. There are at least 10 walks per week, ranging from 30 minutes long up to 90 minutes long, with approximately 7,800 participants (this includes repeat participation). These are a part of a wider offer of walk/ talk/ run sessions delivered by a range of providers and coordinated by Middlesbrough Council supporting people to either start up more physical exercise or get back into regular sessions, ranging from gentle walk and talk sessions through to a 100k challenge.



## Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food

### 2.6

Efforts are being made to maximise the uptake of Healthy Start vouchers, free school meals and social food provision – such as lunch clubs and meals on wheels – for vulnerable people who might otherwise go hungry or suffer malnutrition.

With the formation of the Middlesbrough Food Power Alliance (MFPA), a coordinated and holistic approach is being taken to address key food related issues facing vulnerable people, including social food provision and Healthy Start vouchers.

#### Social Food Provision

The MFPA have analysed all relevant information and existing social food provision to ensure there is a holistic and fairer redistribution of surplus food (and to assist partner organisations to signpost clients/ users to additional support services). They have also revised and updated the Free Food list (Appendix 09), highlighting daily free and low cost social food provision and ensured it is disseminated widely to partners across the town to signpost clients to the services. The MFPA are also developing an effective communication strategy to ensure social food provision is accessed by those that need it most.

#### Healthy Start vouchers (HSV)

It is one of the four aims of the Middlesbrough Food Power Action Plan to improve HSV uptake within the town and meet the national recommended uptake level. The MFPA are mapping all current HSV redeeming outlets and are researching into current uptake of HSV with the aim to increase both. The promotion of HSV has been incorporated into the Unclaimed Benefits Entitlement check by CAB, and the MFPA are working with pharmacies to increase access of the Healthy Start Vitamins.

Using the national Rose Voucher as a model, a pilot project was run in two primary schools. Twenty families that received free schools meals and were in financial hardship were handpicked by the school to receive a £5 voucher per week for 12 weeks to be spent on fresh fruit and vegetables from the local market. They also received cooking on a budget skills training and free slow cooker. Further funding is now being sought to extend the project further to support more families.



Wanted – families to take part in a short 12 week project looking at buying, cooking and eating fresh fruit and vegetables

Each week your family will receive a voucher worth £5 which you can exchange at North Ormesby Market for fresh fruit and vegetables.

You will be invited to free cookery workshops at the school to help you increase your cooking skills for making healthy meals on a budget.

Get the chance to try new and different fruit and vegetables and have fun creating healthy family meals.

free slow cooker for each family attending the cooking sessions.

Speak to us today to find out more and register your interest or contact Mel Greenwood - 01642 579820 for more information.

## Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food

2.6

Efforts are being made to maximise the uptake of Healthy Start vouchers, free school meals and social food provision – such as lunch clubs and meals on wheels – for vulnerable people who might otherwise go hungry or suffer malnutrition.

### Lunch clubs

Middlesbrough Institute of Modern Art deliver a weekly free Community Lunch to support vulnerable groups with between 80 to 100 people in attendance every week. Groups include: refugees and asylum seekers; dementia friendly groups; people suffering from mental health; residents from the local economically deprived area and generally people that are suffering or at risk of poverty. The lunch is made using surplus food from local communities, allotments and retailers and is prepared by a local BAME charity. The Community Lunch is also on the Free Food List. The Islamic Diversity Centre run a monthly Community Meal for the elderly which brings around 85 people every month together with a wide range of needs.

### Free School Meals

As a part of the Whole School Provision work, the MFPA met with each Middlesbrough school and discussed what they are eligible for, such as free fruit and veg, free milk and holiday hunger provision. An important part of this discussion also included informing the school the percentage of pupils that are eligible for free school meals (the Food Power Alliance have analysed government data regarding Free School Meals), and encourages them to maximise uptake. Schools then encourage parents to take advantage of this through a variety of mechanisms.



## Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food



### 2.7 More healthy options are being made available in supermarkets, convenience stores, takeaways, vending machines and/or catering settings such as nurseries, schools, hospitals, care homes and workplaces.

Healthy options are more prevalent within a wide range of settings across Middlesbrough, including:

#### Vending machines:

Middlesbrough's Sugar Smart campaign has been a major catalyst in reducing added sugar drinks in vending machines. Teesside University trialled replacing sugary drinks in popular vending machines with low/zero sugar drinks, and have subsequently introduced a vendor that only stocks low-sugar drinks. Similarly, the Northern School of Art (NSA) swapped to 'zero/no added' ranges and placed water and no-added-sugar at eye level in their five machines.

Middlesbrough College adopted a new service layout for their ten machines promoting less/no sugar drinks by placing these at eye level and reduced the cost of healthier alternatives in all other outlets. The eight Middlesbrough Council Community Hubs have removed all Classic Sweet vending machines from the premises and now have a free fruit bowl in reception. They have also initiated a 'no fizzy drinks on premises' policy.

#### Nurseries and schools:

Thirty-seven schools that use Middlesbrough Council's catering service are part of the Council's Food4Health scheme (see 5.3), and 20 local nurseries (c.1,400 children) have achieved the Gold Standard, showing their commitment to improving the health and nutritional value of the food they serve. This includes food served at breakfast clubs and as snacks with a number of settings adopting Breakfast Club Food Policies (see 5.3).

Three primary schools (c.560 pupils) buy in additional fruit to the KS1 requirements to distribute to KS2 pupils. This and other models were shared through the Primary Age Network to maximise free fruit and milk provision, resulting in healthier snacks available to more pupils. Techniques include cutting fruit up and providing smaller amounts of milk in cups which can be topped. Subsequently four schools now buy extra fruit and provide it free or at 5p to KS2 (c.900 pupils), and a further two schools provide free fruit at their after-school clubs (c. 100 children).

#### Catering settings:

NSA joined the Sugar Smart campaign and implemented changes to vending (see above), and removed all 'added sugar' drinks from meal deals. They also introduced six more vegetarian and vegan ranges on their menu after receiving training from Elizabeth's Kitchen, a local 'free from' producer. These changes are reflected in their new strategy - Healthy Eating and Sustainable Food Procurement Good Practice Guide 2018-2019 (see 5.3).

Middlesbrough College uses its Smart Buying Strategy to maximise savings to reduce the cost healthy and local products within their catering outlets (average 3,200 covers daily) making them more accessible to their customers.

Middlesbrough Football Club Academy has implemented no-added-sugar breakfast cereals for all 90 academy and senior players and fruit, nuts and seeds as snacks. The MFC Foundation also provide healthy options on the menu for all 200 staff at the stadium canteen, and have instigated four Health and Nutrition cooking sessions for five families of academy players promoting cooking healthy and nutritious food from fresh ingredients.

## Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food



2.7

More healthy options are being made available in supermarkets, convenience stores, takeaways, vending machines and/or catering settings such as nurseries, schools, hospitals, care homes and workplaces.

### **Retail outlets:**

Teesside University implemented a 'tax' of 20p on added-sugar drinks, and reduced the cost of low/sugar free alternatives with a 21% increase in average weekly sales of subsidised drinks, and a 12% reduction of added-sugar drinks, and continues to develop and implement the sugar reduction programme.

South Tees Public Health have successfully delivered a Healthy Takeaway training workshop for owners and managers of takeaway food outlets. Staff from 18 takeaway businesses in Redcar & Cleveland attended with all making (and achieving) at least one 'pledge' to improve the healthiness of their cooking practices or menu options. The training is a feasible and acceptable intervention and sessions are planned to be rolled out in Middlesbrough (dates tbc).

## 3.1

**A network for community food activists that enables them to share information and resources and that helps direct them to advice, training, grants and/or tools has been established.**

The Middlesbrough Food Partnership (MFP) is at the heart of a growing network of food activists. A number of key MFP partners are instrumental in influencing significant changes within their organisation (prime examples being Teesside University and Middlesbrough College), leading by example and supporting other organisations to follow suit. The breadth of programmes delivered and the diversity of partners involved also indicates the level of activism within the MFP, such as the work addressing food waste and food poverty issues.

- The Veg Patch at Teesside University working in partnership with MEC, the Co-op, Incredible Edible Middlesbrough (IEM) and a number of primary schools who have Fairshare stalls
- IEM working with local supermarkets to redistribute surplus food and seeds within communities
- University students working with a wide range of partners from the public and private sector to run a Community Fridge
- Thirteen and Clarion Housing working together in partnership to provide Pantry style surplus food outlets for their clients
- A range of cross sector partners coming together to support the successful Holiday Hunger programme 'Feast of Fun'

Grassroots community food activism has been present in Middlesbrough for many years, and informal networks formed to share ideas, skills and resources. There has been a noticeable increase in the breadth of activism in recent years and key members that represent a range of food interests and community led groups came together and formed Incredible Edible Middlesbrough (IEM) – a formalised network of community-based food activists, projects and initiatives.

The aim of IEM is to be an inclusive food network ensuring a more holistic and joined up approach to community food initiatives. It provides an online space <https://www.facebook.com/IEMiddlesbrough/> where activists can come together and where information and resources are shared amongst community groups.



### 3.1

A network for community food activists that enables them to share information and resources and that helps direct them to advice, training, grants and/or tools has been established.

IEM ran a successful Community Food Gathering where over 50 interested people got together to network, share ideas and resources and to mobilise around identified projects: surplus food gleaning, a food coop, a development kitchen and pop-up local food events. It has also attracted other projects to be a part of a more recognised 'brand', e.g. the Gresham Community Garden Centre where people buy compost and have it delivered by bike, borrow tools, have them repaired and sell on their spare plants all in the heart of the community. The quarterly IEM Community Food Weekends have become a platform to raise the profile of community food activities and events, and to gather people together. The first of these weekends saw four separate events, raising the profile of local and surplus food and making it more accessible to a wider range of people.

IEM is providing peer learning, mentoring and support for members, and delivers training and accesses funding to continue specific community focused projects (eg. recently funding was secured from Trees for Cities to create a patchwork of orchards and nutturies). It is also using its wider contacts and link with the MFP to direct members to additional advice training and/ or grants. IEM is a part of the MFP and members of IEM steering group attend food partnership meetings, with the work contributing to achieving actions within the Food Action Plan.



### 3.2

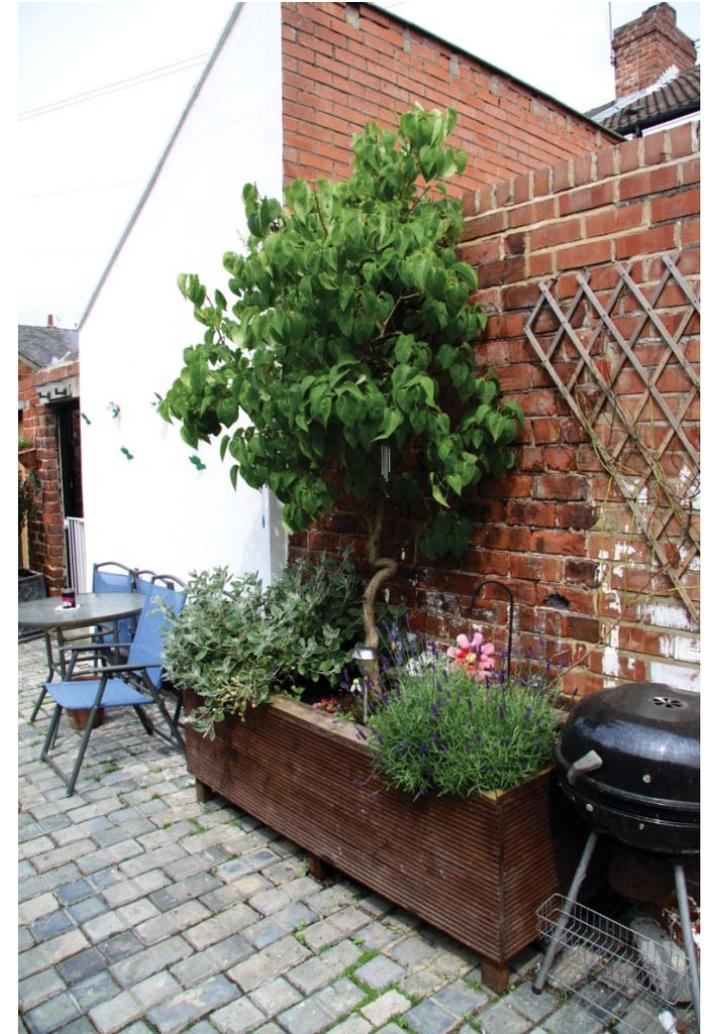
**Green and brownfield sites and/or redundant retail and other buildings that could be used for community food projects or allotments have been mapped and/or are being made available to local communities.**

Community food growing projects, including growing in alleyways, underused kitchens that can be used by communities and small pockets of land that can be used for communal growing have been mapped and are available to local communities (Appendix 10). These are available to communities and interested groups and are promoted through the Incredible Edible Middlesbrough network (see above), and promoted to appropriate groups through the Middlesbrough Food Partnership's members contact lists, Middlesbrough Voluntary Development Agency, and North Ormesby Big Local and Three Year Plan.

Thirteen Housing Group, the largest social housing provider in Middlesbrough have mapped all potential available land that they own, and are working with Incredible Edible Middlesbrough to make more of it available to community groups for growing. They have created an agreement with IEM for two plots of land, both in excess of 2,000m<sup>2</sup> to be used for food growing for community benefit. On one site, 24 trees have been planted, creating a mixed orchard and nuttury. The plan for the other site is for it to be a semi commercial urban market garden, providing enterprise opportunities for the local community. An active gardeners' group in Gresham have mapped all pockets of land/sites within their ward as opportunities for growing, and are working with Middlesbrough Council and other land owners to make these available for local community groups. This is an economically deprived ward with the majority of housing traditional 2 up/2 down terracing with no front garden, a small back yard and shared alleyway. Over the last 5 years, there has been significant community led improvement of the back alleyways into communal spaces, which also includes community growing, and there is now real interest by a growing number of residents and groups to expand the amount of space they can cultivate. <https://vimeo.com/265427290>

Middlesbrough has an abundance of allotment space with a relatively high number of vacant plots, however there is still interest in community growing sites for groups of residents to come together and share responsibility for a smaller space within their local community which improves their local area/ space and builds community connectedness.

The Community Patchwork Orchard project and the online map continues to promote fruit growing in public spaces, making more food available to the general public  
<https://mencity.org.uk/patchwork/map/>



## 3.4

**Community food growing is increasing through increased allotment provision and/or the development of edible landscapes in parks, borders and verges and through city-wide food growing initiatives such as *The Big Dig and Incredible Edible*.**

Interest and participation in community food growing scheme continues to develop as more grass roots and community projects and networks become established as experiences, skills and resources are shared. An area where more interest, participation and area cultivated for growing food is in alley improvement projects, such as the Longford Street Alley project described below. Longford Street was one of the first alley improvement projects to happen, which inspired scores of other residents to start their own projects; there are now over 12 projects across the town. What was an informal network that met and shared ideas has now developed into a constituted group 'Alley Pals', which helps support the wider network of projects and looks for additional areas of land to grow food on.

Alley Pals are an example of one of the many smaller networks within Middlesbrough that are now benefitting from joining up with other community food growing projects through Incredible Edible Middlesbrough (IEM). The forming of IEM would not have been possible without the establishment of the many growing projects, such as those described below. IEM compliments these projects by joining them together to share skills, learning and resources but to also look to develop opportunities and seek funding to run specific projects. For example, funding was secured through Trees for Cities to enhance the patchwork of fruit orchards across the town. 75 trees are planted on three sites, increasing access to free produce. IEM will continue to offer free training relating to fruit tree management, not only for communities that will be taking over management of these communal sites, but also for the general public who have fruit trees of their own.

The **Albert Park Growing Site** (see below) has become an extremely valuable project for the people involved, and a group representing all plot holders has formed and is in the process of constituting to apply for funding. Teesside University student group the Green Team joined the Albert Park Growing Site and took on the ownership of two raised beds. This involvement has been the catalyst for the group to cultivate patches of land within the town campus, and for the university's Health and Wellbeing department to support them and other projects such as the Veg Patch (see 1.2), as well as to plot all existing and potential growing sites on campus with a view to creating a holistic Edible Campus.

Community food growing also continues on allotment sites through the extremely successful allotment self management process which is increasing the amount of plots suitable for cultivation (see 3.8).



## 3.4

Community food growing is increasing through increased allotment provision and/or the development of edible landscapes in parks, borders and verges and through city-wide food growing initiatives such as *The Big Dig and Incredible Edible*.

Groundwork's **Men's Shed** project provides men with a space to learn new, and share existing horticulture and other practical skills (maintenance, construction, carpentry, etc). It also provides a much needed service to help reduce social isolation and improve men's health and wellbeing. The hub for the 'Shed' is an existing community allotment site with an established orchard, large poly tunnel and a number of growing beds where organic produce is grown and shared with participants and local good causes. Since April 2017 the project has supported 40 men.

### **Bronze:**

Middlesbrough's Urban Farming programme was initiated in 2007 and has since evolved through Middlesbrough's Food Action Plan. Over the past ten years the successes of the programme have seen a steady increase the amount of fresh produce grown and eaten in Middlesbrough. The programme was started in response to a lack of community growing space in the town and prior to this the only growing space was via the oversubscribed council run allotments.

As part of the Urban Farm Programme, MEC developed a training centre at Town Farm Allotments in 2010 to provide training and support to groups and individuals using the various sites. The Town Farm Allotment training centre, which won an OCN award for community innovation in 2014, has provided training for over 1,000 adults in vocational accredited and non-accredited land-based courses including horticulture, food growing, garden design, bee-keeping and machinery safety. There are regular visits from school groups studying food sustainability and work experience placements.

Since the start of the programme a total of eight community growing sites have been developed of which six are now fully sustainable and self managing. The remaining two sites at Easterside allotments are still supported by MEC's horticulture team.

<http://www.gazettelive.co.uk/news/local-news/easterside-residents-dig-allotments-3697128>

The Town Farm training centre is based on community allotments which also provide small starter plots to enable growers to develop their skills in a supportive setting before taking on the challenge of a large allotment garden. Facilities on the site include shared facilities, a tool library, and storage.

The following examples demonstrate some of the achievements of the programme:

### **Longford Street Alley**

This is a community-initiated transformation of a formerly derelict and underused space in the shared alley running between two rows of terraced housing. Now in its tenth year of development, planters and pergolas have been installed, together with garden furniture, solar lighting and decorative items. Sustainability has been at the heart of the development – many of the planters contain wall-trained fruit, vegetables and salads as well as plants to attract wildlife.

<http://www.dailymail.co.uk/news/article-2397899/Community-transforms-Victorian-passageway-Middlesbrough-homes-oasis-greenery.html>



### 3.4

Community food growing is increasing through increased allotment provision and/or the development of edible landscapes in parks, borders and verges and through city-wide food growing initiatives such as *The Big Dig and Incredible Edible*.

#### **Albert Park Community Growing**

In 2014 a former vehicle depot in Albert Park, one of the town's premier open spaces and a Green Flag park, was identified as a potential community growing project. The site has evolved and now has eighteen growing beds, a poly-tunnel and family-friendly barbecue area with furniture made from pallets. To date more than 76 beneficiaries have been involved in the project from many different cultures including Guinea, Congo, Nigeria, Pakistan, Vietnam, Eritrea, Lithuania, Lebanon, UK and Sudan.

#### **Peoples Park: Community Growing Garden**

Peoples Park is a community allotment in west Middlesbrough, an area with limited allotment provision. Created on derelict land within a housing estate in partnership with MEC, the site comprises over 20 small plot holdings, forest garden and community poly-tunnels. The site is now self-managed by the plot holders who take responsibility for financial and operational management.

In addition, Middlesbrough Council has created two small Council-run allotment sites in the south of the town, areas previously without allotment provision. These feature smaller plot sizes, more appropriate for modern use, where time constraints can make managing larger plots more difficult.

#### **Middlesbrough Institute of Modern Art (MIMA): Community Garden**

MIMA, Investing in People and Culture (a charity supporting refugees and asylum seekers) and MEC have worked together to create a community garden in a high profile public location adjacent to MIMA in Centre Square. It provides opportunities for people to gain new skills, share skills and understand the basics of gardening. Diverse groups work on the site, building community cohesion.

All these community growing projects continue to be supported by the horticultural team at Middlesbrough Environment City who offer free vegetable growing courses at Town Farm Community Allotment – these have been run by the growing team at MEC for the past 7 years attended by over 1000 people. The course covers the basics of vegetable growing, from soil management and crop planning to seed sowing and aftercare as well as a fruit tree pruning. People attending the course are a mixture of individuals who want to learn to grow for pleasure and members of other organisations who are learning growing skills to take them back to their own jobs, including staff from Brambles Primary Academy, who now engage all their Y4 pupils in their growing club every year. The school visits the Town Farm Allotment every year for a celebration of their growing successes.

## 3.5 Primary and secondary schools are adopting holistic school food education and engagement programmes - such the Food for Life Partnership - including growing, cooking, farm visits and improvements to meals and dining culture.

*Hearty BEATS is a project developed and run by Middlesbrough Environment City (MEC) which focuses on improving heart health by embedding a culture of growing and cooking healthy food and taking part in healthy outdoor activities.*

*The activities are aimed at the whole school community including teachers, parents and carers. The project is aimed at all children in years 3 to 6 and was initially run in five primary schools for two years, reaching approximately 950 children in the five participating schools.*

*As part of the project, a series of cooking sessions have been held in the schools which include train-the-trainer sessions and food hygiene courses aimed at teaching staff and parents. The Hearty BEATS schools have been able to access a variety of resources including a smoothie-maker bike, healthy lunch box sessions and healthy breakfast workshops.*

*Gardening Clubs and growing spaces were developed at each school. Schools have grown and cooked their own food and have even provided vegetables for the Town Meal. Guided cycle rides which include healthy picnics and den building are also a popular feature. To encourage the Hearty BEATS schools to embed an ethos of healthy cooking and eating in their schools a store of healthy store cupboard ingredients, cooking equipment and recipe cards has been provided for each school, as well as gardening tools, and sowing calendars.*

Hearty-BEATS is now being offered to all primary schools in Middlesbrough and has become the brand for health-related work in schools. It continues to promote healthy cooking, growing and Bikeability activities to primary schools across the town. As a part of the initiative, Middlesbrough Environment City's (MEC) Healthy Cooking team works with 14 primary schools (with close to 5,000 pupils) delivering Level 2 Food Safety training, Cooking on a Budget, Healthy Cooking, Slow Cooking and Cooking Around the World sessions. A Cooking on a Budget session was also delivered at Unity Academy secondary school.

MEC now continue to support seven schools in growing their own veg on growing sites on school grounds and have helped to roll out more growing in four additional primary schools with 1,670 pupils through Growing Clubs. Schools with Growing sites are also encouraged to join the Soup Bag project (see 1.2) and start to grow some of the vegetables to go into the soup.

The popular Sugar Smart campaign is being actively promoted in eight Hearty Beats schools as it is embedded within all work delivered by MEC' Healthy Cooking team. A key piece of work was working with and supporting school breakfast clubs on ways to reduce the amount of sugar being served to the pupils (see 1.1).



**3.5** Primary and secondary schools are adopting holistic school food education and engagement programmes - such the Food for Life Partnership - including growing, cooking, farm visits and improvements to meals and dining culture.

Hearty BEATS newsletters <http://menvcity.org.uk/hearty-beats/>

**Macmillan Academy**, a large secondary school with 1,541 students run campaigns every term that support young people's nutrition education. For example in 2018 a hydration, healthy breakfasts and a 'bliss point' campaign which included assemblies, tutorial competitions and academy wide posters. Cooking together events are great opportunities for parents to come into school, learn new skills, and cook family healthy meals. The KS3 food and nutrition curriculum focuses on teaching practical cooking skills, supporting young people in preparing and cooking meals from scratch, in addition to learning about food as medicine, and opportunities to taste a range of fresh ingredients, some of which was grown in the school grounds. This is supported by their Healthy Food Policy, which has been devised acknowledging nationally approved best practice and DfE guidelines and following consultation with the Student Nutrition Action Group and the Healthy Schools Group (see 5.3).

**Green Lane Primary School** recognises the important connection between a healthy diet and children's ability to learn effectively and the role a school can play, as part of the larger community, to promote family health. Green Lane Primary school is a flagship Food For Life Partnership School and their Food Policy reflects this. The mission of the school is to improve children's health by teaching ways to establish and maintain lifelong healthy and environmentally sustainable eating habits. The key aims of the policy are Food Leadership, Food Quality and Provenance, Food Education, Food Culture and Community Involvement. <http://greenlanemiddlesbrough.co.uk/policies/food-policy/>

### Farm Visits

Askham Bryan College provides school visits to Newham Grange Leisure Farm and Stewart Park which demonstrate small and large animal husbandry, growing plants and vegetables and sustainable living.



### 3.6 Tailored training opportunities on food buying, cooking, nutrition and hygiene skills and/or access to community kitchens are being provided for a variety of audiences including young adults, families and the vulnerable elderly.

Agencies and multiple focus and community groups continuously identify a significant need for basic cooking and cooking on a budget training. It has been a key priority of the Middlesbrough Food Partnership to coordinate and deliver projects to address this need.

Middlesbrough Environment City's Healthy Cooking team are delivering a programme of basic cooking skills workshops to families on low incomes and who are adversely affected by the benefit reform in the most deprived wards of Middlesbrough. The training includes Healthy Cooking on a Budget and Basic Cooking Skills based on the needs of the individuals and groups. The programme is delivering 10 x 3 session training to 60 people, with 140 people targeted through the individual sessions. Additional Healthy Cooking and Eating for children and parents sessions are delivered weekly at Brambles Primary School, an area of high deprivation and multiple challenges.

Through the Obesogenic Environment Setting Approach work delivered by MEC's Healthy Cooking Team, twelve settings (organisation or community group) co-designed bespoke training, up-skilling members with the skills and knowledge on general food safety, healthy eating and nutrition. The aim of the training was so they can develop and deliver sessions with their groups and within their community and be self sustaining in the future. Over a twelve month period, 62 people took part in the training, and further training and support on where to sign post clients is also. Through the MyLife programme (a project that supports people with lifelong health conditions) five peer support workers received a four session training programme of nutritional and healthy cooking sessions. They have subsequently delivered four sessions to 25 MyLife participants.

Training opportunities are being delivered to a range of groups. These include:

- Eating Together, a project working with elderly residents of sheltered accommodation, promoting healthy eating and passing on skills to make cheaper, easier and more nutritious meals.
- 'How we Eat – making the most of the little' in a disadvantaged community. Young people are shown how to use cheap basic ingredients to make wholesome family meals. At the end of the course, the young people are involved in preparing and serving a communal shared meal for 80 community members, promoting intergenerational conversations about food.
- Middlesbrough College run Junior Chef and Junior Baker academy courses for 10-14 year olds. Participants are taught basic skills accelerating to advanced level skills. It is hoped that the young people will progress on to enrolling into further education post 16.
- Middlesbrough Council deliver Jamie's Ministry of Food courses. Four Public Health staff have been trained by Jamie Oliver's team and are delivering the eight week course which aims to 'keep cooking skills alive'. The course focuses on many aspects of healthy cooking including improving cooking skills, learning new recipes, talking about the basics of healthy eating as well as animal welfare, sustainable food and food safety. Plans for 19/20 include offering six 8 week courses to eligible adults as well as 6 week long courses for children identified as very overweight by NCMP data.



3.6

Tailored training opportunities on food buying, cooking, nutrition and hygiene skills and/or access to community kitchens are being provided for a variety of audiences including young adults, families and the vulnerable elderly.

### **Bronze:**

*Middlesbrough Food Partnership coordinates a wide range of workshops and cooking sessions for a range of audiences, all with the aim of improving skills around buying and cooking healthy low-cost food. However, a core aim of MEC is to make learning as sustainable as possible - many sessions are accompanied by opportunities to undertake food hygiene courses, and 'train the trainer' sessions to give volunteers confidence to continue to run their own sessions in the community. Over the past year the MEC cooking team has delivered 6 Train the Trainer session to eleven cohorts of learners. Many sessions are also accompanied by pack of food and recipes to take and cook at home, and some slow cooker sessions include a free slow cooker.*

*Cooking on a Budget and Slow Cooker sessions have been held for a variety of audiences including:*

**Know Your Money** - a project aimed at improving the financial confidence of young people (16-23). The trainers discuss with the young people the importance of eating a well-balanced diet, who are shown examples of recipes which involve low cost fresh food and then take part in cooking and tasting sessions, gaining a chance to learn hands-on. The project ran for three years between 2013 and 2016 and during that time six cooking on a budget sessions were run each year providing over 100 young people with cooking and food budgeting skills.

**Slow cooker workshops** - Food bank users are invited to join a slow cooker workshop where they can learn some simple, hearty low-cost recipes. They are able to take a bag of store cupboard ingredients away with them alongside some recipes and a slow cooker to enable them to continue to cook healthy meals at home. Funding to run the project was provided by a local industry in Middlesbrough who did not want the project to have any publicity due to the sensitive nature of engaging with food bank users. There was therefore no publicity surrounding these sessions and people were invited onto the course personally by food bank staff during conversations with food bank users. To date MEC have given away over 200 slow cookers at these sessions.

**Sporting Chance** - working in partnership with Ageing Better, MEC have delivered healthy cooking sessions to local Sporting Chance groups. This is a project working with men over 50 to promote healthy lifestyles by encouraging activities and healthy eating. A six week programme of cooking sessions was delivered to each group during which the men were encouraged to get hands on and learn new cooking skills. To date 42 sessions have been run for Sporting Chance reaching around 70 men over the past three years.

## 3.8 Communities are protecting, taking control of and managing community assets for growing and other food related initiatives, for example by using mechanisms such as the Sustainable Communities Act.

Momentum has been gathering over a number of years towards much greater community ownership of resources and assets related to food. The number of assets that are being used by communities is increasing year on year, and what were disparate groups and networks are coming together to share ideas and support each other, such as through Incredible Edible Middlesbrough.

At two of the main allotments sites within the town (Beechwood and Saltersgill <http://www.beechwoodallotments.btck.co.uk/> <http://www.saltersgillallotments.co.uk/>) a committee of plot holders have taken over the management of the site. Plot holders report huge site improvements and greater community involvement, ownership and care for the site since they have become self managed. The Saltersgill committee successfully self manages their finances to make essential and desired improvements. These include a shop, better security measures, general site clearance, clearing of redundant plots to make them fit for letting, and communal composting areas. The site is now 100% let with a healthy waiting list, compared to other council sites where 30% of the plots remain un-let. The committee also manage the finances so well they reduce ground rent year on year on top of making improvements. The Beechwood committee is much younger but are following the Saltersgill model and discussions are underway with Whitehouse allotments tenants to follow suit. These also follow the successful transfer of management of the growing spaces at Albert Park and People's Park allotment (see 3.4).



Middlesbrough Council's Community Asset Transfer (CAT) policy echoes their drive to improve community involvement and empowerment, and they're proactive in using this to support the voluntary and community sectors. The approach is underpinned by a commitment to the promotion of sustainable community-led regeneration, leading to increased social entrepreneurship, employment and volunteering opportunities. Examples include the asset transfer of Hemlington Farm Nursery who are now delivering forest schools as a part of their remit, and the Langridge Centre who are developing the growing spaces to increase productivity of food grown to use within the community cafe. This is improving links with and involvement of the local community with the site and its resources, and horticulture training is now delivered. As a result of community interest, an orchard and nuttery has been planted, creating opportunities for enterprise and links with other community food initiatives.

Facebook: @LangridgeInitiativeCentre

Thirteen Housing Group are also allowing more of their unused sites to be managed by communities for community food projects through working closely with Middlesbrough Environment City and Incredible Edible Middlesbrough. This follows the extremely successful People's Park Allotment site (facebook: @People's Park), with examples including planting mixed fruit orchards and community growing spaces at Jellystone Park.

Other examples include a new community run cafe that has been established at Trinity Methodist Church in Whinney Banks. The cafe works with young people to get them involved in all aspects of preparing and cooking for a family, and utilises surplus food. This provides a fantastic resource in a deprived area and provided six enrichment sessions as a part of the successful Feast of Fun scheme, delivering holiday hunger provision.

Facebook: @UnityCafe.trinityMethodistChurchStainsby RoadWhinneyBanksMiddlesbr.

### 4.1

#### Retail, tourism, planning and economic development strategies, policies and services actively promote and support the development and long term success of healthy and sustainable food businesses.

Through Middlesbrough's Investment Strategy Middlesbrough Council are actively supporting the development of healthy and sustainable independent food businesses through a variety of strategies and the town centre has seen an influx of new food businesses opening, including a independent vegan and vegetarian cafe and eateries (such as Alkaline Kitchen [https://www.facebook.com/pg/alkalinekitchenboro/about/?ref=page\\_internal](https://www.facebook.com/pg/alkalinekitchenboro/about/?ref=page_internal) and The Green Room <http://www.thegreenroommiddlesbrough.co.uk/>, and larger businesses such as Bistro Pierre. Middlesbrough Council are working in partnership with landlord Jomast to renovate key areas of the town centre, attracting a range of food businesses by making public realm improvements to complement Jomast's building improvements.

After the overwhelming success of the regeneration of Baker and Bedford Street and the quality independent food businesses that have taken up residence, Jomast are taking a similar approach on their Albert North initiative. They have refurbished premises on Albert Road to bring them back into use with the view to have a mix of commercial businesses and a number of ground floor units for food and beverage uses.

Middlesbrough Council's Economic Development department have initiated a variety of schemes to support the retail sector and increase footfall to smaller independent food businesses. These include: running the bi-monthly Orange Pip Market on Baker/ Bedford Street (home to 10 independent food businesses, 50% are a part of Growing Middlesbrough and use local and sustainable products); delivering the annual Restaurant Week; a pop-up market stall for existing independent businesses to highlight their business and product in a prominent location in town, and a council employee discount scheme, encouraging staff to use local businesses.

It is a key part of Middlesbrough's Investment Strategy to attract more businesses into the city centre by creating Grade A office space. Integral to this strategy is to also support the retail and food sectors to ensure there is an adequate number, variety and quality on offer for an increasing workforce and footfall. Middlesbrough Council also promote a range of services that are available to potential investors, including the accessibility of a range of health services for businesses and their employees, including the promotion of Growing Middlesbrough and local and sustainable food for corporate dining and socialising. In addition, Economic Development work very closely with the Public Protection and Environmental Health departments to ensure new businesses are a part of the successful Food4Health scheme that is the Council's standards for health and nutrition.

The Dundas Market, a town centre indoor mix of market units and retail outlets are actively seeking a variety of food businesses to take up units, such as greengrocers, weigh and save and specialist takeaways. They offer incentives to new start-up businesses and have supported local independent businesses such as The Little Vegan Market (see 4.3) and the Brickyard Bakery (Appendix 04), a local bakery using local ingredients and stocking products from independent local producers. Their strategy is: "The Dundas Market place special emphasis on recruiting retailers of high quality, good value healthy food produce and where possible we encourage our tenants to source their products and ingredients for any food offering from the local area."



### 4.2

Vocational training and business planning, finance, development advice, support and/or grants are being provided to new sustainable food entrepreneurs, including producers, processors, retailers and caterers.

As a part of Teesside University's Department of Academic Enterprise their graduate business start-up incubator Launchpad initiative has supported a number of student food businesses, getting them ready for the business environment and linking them with local existing initiatives (e.g. Growing Middlesbrough). Recently Perfect Provender Ltd - a low sugar, vegan, gluten free granola product sold in 100% recycled packaging has received accountancy advice, business planning and marketing mentoring support. As a Launchpad member Perfect Provender Ltd owner Jodie is entitled to mentoring with specialist covering all areas of business start-up going forward and will be eligible to apply for our annual accelerator programme FUEL where there is a chance to win a share of grant funding. She has also been given a subsidised office space in Victoria Building.

Teesside University's Food Sciences department have made strong links with MEC, the MFP and Incredible Edible Middlesbrough to develop placements for undergraduate and post graduate students to support the development of products from surplus food, gluts and gleaned products and make them available for consumption.

There is a breadth of support available to food businesses within the area through Tees Valley Business Compass (TVBC) (Appendix 11), the North East Chamber of Commerce (NECC), Federation of Small Businesses, the Northern Powerhouse Investment Fund and the Enterprise Revolution. Middlesbrough Council work closely with TVBC and refer businesses to access the variety of support where businesses receive a full diagnostic, and are then signposted and offered relevant support. The Zetland Hotel, a brasserie and bar using a range of local food and drink located in Middlesbrough's historic quarter, received support from Middlesbrough Council and Tees Valley Business Compass (TVBC) to bring the hotel up to date with high-speed internet connectivity. With the area set to become a hub of activity, with the likes of the Kings Cross direct link, it was essential that the hotel was brought into the 21st century and the owners accessed the TVBC Broadband voucher scheme of 33% of funding towards improving business broadband speed.

**Pie Jackers**, a Middlesbrough business using local ingredients <https://www.facebook.com/piejackers/> <http://piejackers.co.uk/> received a small start-up grant from Women in Enterprise and Business to Business and Franchising support through TVBC. Pie Jackers wanted to increase the amount of wholesale customers, and have accessed 33% capital funding for equipment to make this happen, and are in the process of accessing subsidised consultant support for a range of business support in developing a franchise package.



## Promoting a Vibrant and Diverse Sustainable Food Economy



### 4.2

Vocational training and business planning, finance, development advice, support and/or grants are being provided to new sustainable food entrepreneurs, including producers, processors, retailers and caterers.

Other successful local healthy and local independent food business that have accessed business support include:

- **Elizabeth's Kitchen** <https://www.facebook.com/Elizabeths-Kitchen-551772871618343/> a healthy 'free from' food business using predominantly locally grown ingredients accessed a variety of business start-up support through the Enterprise Revolution. This included mentoring, business planning, finance support and a residential weekend workshops, and subsequently developed their business, winning contracts with Middlesbrough College, Teesside University and Holiday Inn.
- **The Jar House** <https://www.thejarhouse.co.uk/> another successful food business using local ingredients has successfully expanded their business and now supplying Harvey Nichols and Virgin Trains through training, development advise and mentoring from the TVBC and the NECC.

## 4.3

**Shops, restaurants and markets selling healthy and sustainable food are being promoted to the public using a range of communication tools, such as marketing and branding initiatives, directories, 'restaurants weeks' and food awards.**

Growing Middlesbrough continue to promote local and sustainable food producers through the website, online directory, through social media channels and at events and conferences. Middlesbrough's annual Restaurant Week also works with Growing Middlesbrough to draw the general public's attention to the outlets that support the initiative by using local produce. Restaurant Week is communicated through both online media channels and through printed material and posters.

Dundas indoor market have a range of independent businesses selling healthy food starting up, including a new independent vegan Weigh and Save store which was featured in the LoveMiddlesbrough magazine (Appendix 04), which is distributed to all homes in the town. <https://www.facebook.com/TheLittleVeganMarket/> <https://www.neechamber.co.uk/our-members/news/teessides-first-vegan-shop-opens> The Little Vegan have also supported the neighbouring cafe in the Dundas market to introduce vegan options, and they have now one vegan option as a main stay on their menu, after trialling a number of different options.

Within the last 18 months the quarterly LoveMiddlesbrough magazine has featured 8 healthy and sustainable food restaurants and outlets that have started up recently including The Little Vegan, Brickyard Bakery, The Curing House, The Briery at Acklam Hall and The Green Room. Middlesbrough Council's Economic Development also use LinkedIn and social media channels to feature new healthy businesses starting up in the town, such as Alkaline Kitchen [https://www.facebook.com/pg/alkalinekitchenboro/about/?ref=page\\_internal](https://www.facebook.com/pg/alkalinekitchenboro/about/?ref=page_internal)

### **Bronze:**

*Middlesbrough is developing a vibrant and diverse food culture and is working through Growing Middlesbrough to support local food and producers, markets, shops and restaurants/ cafe etc that sell and serve local food. All local producers and food retailers which sign up to Growing Middlesbrough become a member of the online directory and have access to all promotional material and communication tools (including social media, local press and radio as well as posters and leaflets). These have been successfully used to generate interest in the local food economy, advertise the Growing Middlesbrough initiative, and direct people, local business and traders to the online directory.*

### **Website and online directory**

*The Growing Middlesbrough website and directory was developed to be a hub for local food – where anybody (from the general public to food purchasers) can find where to buy local food (from directly from growers and producers, to where and when farmers' and community markets are, to which restaurants and shops serve and sell local food). The directory has over 110 business entries to date. The website also houses the Food Action Plan and accompanying material as well as resources, information, news and events, links to training courses and workshops, and a Fairtrade directory.*

### **Social Media**

*Twitter @growingmbro has 234 followers. Facebook – Growing Middlesbrough Facebook page – 664 likes  
Social media has become an important, and very successful, way of sharing news of food events. For example posts about the Local Food Event held in December generated over a thousand hits.*

### 4.3

Shops, restaurants and markets selling healthy and sustainable food are being promoted to the public using a range of communication tools, such as marketing and branding initiatives, directories, 'restaurants weeks' and food awards.

#### **Printed Materials**

*All Growing Middlesbrough printed materials (posters, leaflets, postcards) make reference to the benefit of buying local has to the local economy, and direct people to the website to find out where they can find local businesses that sell local food. We make efforts to tailor printed resources to each event to gain maximum impact. For example we have designed 'table talkers', window stickers and menu stickers for restaurants and cafes to use during Local Food Weekend events to promote Growing Middlesbrough. These are provided free of charge to help local food outlets promote their local produce and advertise Local Food events.*

#### **Local Media**

*We have taken part in a number of BBC Tees radio interviews to promote Growing Middlesbrough and the Food Action Plan during the last 9 months, particularly around the Local Food Weekends where we are actively directing people to visit local businesses that serve local food. We also make use of local press and the local Love Middlesbrough magazine (that is distributed to all households in the town) to advertise events and promote Growing Middlesbrough and the Food Action Plan.*

[https://issuu.com/lovemiddlesbrough/docs/\\_11\\_lovemiddlesbrough\\_magazine\\_mrtr](https://issuu.com/lovemiddlesbrough/docs/_11_lovemiddlesbrough_magazine_mrtr)

#### **Conferences**

*A series of free conferences and events were organised by Middlesbrough Food Partnership in 2015/16 to engage local businesses with the local food economy:*

- *Food for Thought – a Food Poverty event attended by 60 delegates from across the North East.*
- *Sustainable Policy event – delivered by a Corporate Procurement Officer from Durham County Council who gave best practice, examples and a step by step guide on how to write and implement a sustainable food procurement policy.*
- *Extra Life and Better Health at Work Awards – we delivered presentations on the Food Action Plan and Growing Middlesbrough, demonstrating the benefits of and social value of procuring local food to a large number and wide variety of non-food industry businesses. Highlighting how to use the online directory and the benefits to local businesses.*



## 4.5

The council/city is supporting new independent healthy and sustainable food start-up businesses, for example by offering special loan and lease options or through business rates reductions and holidays.

The rejuvenation of and subsequent success of Baker Street and Bedford Street has been pivotal in transforming the food culture within the town. Middlesbrough Council's next phase of this rejuvenation was focussing on improving the street scene in and around these locations, making a more desirable area for consumers to sit outside through paving and artistic screening. There has been a knock on effect as a number of independent businesses, including those selling healthy and sustainable food and drink, have reinvested in their premises.

The Dundas Market continues to support new start-up businesses through providing fantastic opportunities in the form of short term leases in their indoor market for as little as £10 a day, and Middlesbrough Council's Financial Assistance Package to help reduce the number of empty shops and increase the diversity of the town centre offer was also on offer for empty lots in the Dundas Arcade.

### **Bronze:**

#### ***Baker Street and Bedford Street***

*Middlesbrough Council have used local urban regeneration plans to revitalise the Town's local food businesses by creating a 'food-quarter'. Two streets close to the town centre which still consist of the traditional 19th century brick buildings have been restored, regenerated and brought back into use. A package of business support has been given to the food and beverage businesses to help them start trading. Ten independent food and beverage businesses have opened on Baker and Bedford Street bringing a distinct local offering to Middlesbrough's food sector:*

- *Cafe Zim – freshly cooked healthy food options with vegetarian and gluten free options.*
- *The Baker Street Kitchen – producing locally sourced food.*
- *The Curing House – restaurant, serves home-made and locally sourced food.*
- *Bedford Street Coffee House – first retail venture for local coffee roasters Rountons, providing fully traceable organic coffee beans. Rountons work directly with farmers in Tanzania to ensure they get a premium price for their produce and benefit from their trade.*
- *Songbird Bakery*
- *Mohujos Mexican Restaurant – a healthy twist on pizza – sourdough, wholemeal and gluten free, woodfired pizzas*
- *Roast – locally sourced meat*
- *Cillicake Deli – serving a range of locally sourced food and home cooked cakes*

See all the businesses taking part on the following link: <https://www.menvcity.org.uk/gm/events/>



4.5

The council/city is supporting new independent healthy and sustainable food start-up businesses, for example by offering special loan and lease options or through business rates reductions and holidays.

*To further promote this area of the Town as a thriving food quarter, Middlesbrough Council introduced an artisan street food market known as the Orange Pip Market in 2016. The monthly market is based on Baker Street and attracted 3,000 visitors on its first day.*

### **Grown in Middlesbrough Veg Bag Scheme**

*This scheme was set up with funding through the DWPs New Enterprise Allowance scheme. Mike Martin put forward his idea for using the principles of permaculture, a design system to create sustainable and regenerative processes, in this case focused on agriculture within the community. With this in mind he approached Middlesbrough Environment City who is partially funded by Middlesbrough Council to support him in his search for land to develop a permaculture site. Their One Planet team were so impressed with Michael's idea they offered him a 1/3 Acre site to develop a Community Allotment and Food Forest. The Veg Bag scheme is now up and running and providing affordable bags of fresh locally grown vegetables on a weekly basis.*

*<http://www.visitmiddlesbrough.com/the-latest/story/2964/bags-of-great-greens-up-for-grabs>*



## 4.7

## Local producers can connect direct with consumers and/or better access wholesale and retail markets through events, on-line tools and cooperative marketing and retailing initiatives.

Growing Middlesbrough has run two additional Local Food Markets within the last 18 months, providing free opportunities for small local businesses to sell their produce to customers. In addition to this, Incredible Edible Middlesbrough run quarterly Community Food Weekends where new and emerging local food producers can 'test the water' with their products and gain valuable feedback from the general public and potential buyers.

It was a feature of the two Local Food Weekends run by Growing Middlesbrough to promote local drink as well as local food. Not only did this involve opening up opportunities for small independent micro pubs to take part in the weekend (as long as they had two local drinks on sale), but also promoted local drink to potential and participating restaurants and food outlets as another product that they could stock.

Growing Middlesbrough is working with the Durham Food Hub to offer opportunities for producers registered with Growing Middlesbrough to access markets and distribute through their scheme. To date there have been four businesses that are developing new retail markets with hotels, a local wholesaler and inclusion within the new Taste Durham Welcome pack. These are Teesdale Cheese, Weardale Cheese, Embleton Dairies and Bakehouse Rise.

### Bronze:

The Growing Middlesbrough website has a section for to help local producers connect with larger wholesalers via a growers' directory. <https://www.menvcity.org.uk/gm/food-businesses/>

MEC have delivered a series of conferences and events during 2015-16 to help small producers connect with wholesalers and to promote local procurement:

- **Local Food for Local Business** – Launch event for local food procurement in Middlesbrough with over 40 delegates attended. Had variety of speakers, including local producers talking about what increase in business means to them, and examples of the benefits that neighbouring scheme (Durham) is having on local businesses. The event also had a 'meet the producer' section which brought businesses large and small together to discuss procurement opportunities. As a direct result of this event four local businesses developed contracts with Teesside University, Middlesbrough college and a local wholesaler.
- **Love Middlesbrough event** – presentation on Growing Middlesbrough to local hospitality industry to raise awareness of Growing Middlesbrough to increase buy-in. successful new collaborations as a result of this event include:
  - Holiday Inn Express brought in local supplier of specialist gluten free goods,
  - Jury's Inn now buying local produce.
- **Tees Valley Business Summit** – the Food Partnership has attended this event for the last two years promoting the Growing Middlesbrough directory as a tool for businesses of all sectors to find local suppliers of local food. We tailored advice to delegates, finding out how many brought in caterers for meetings/ events, and changing their supplier of milk to a local dairy.



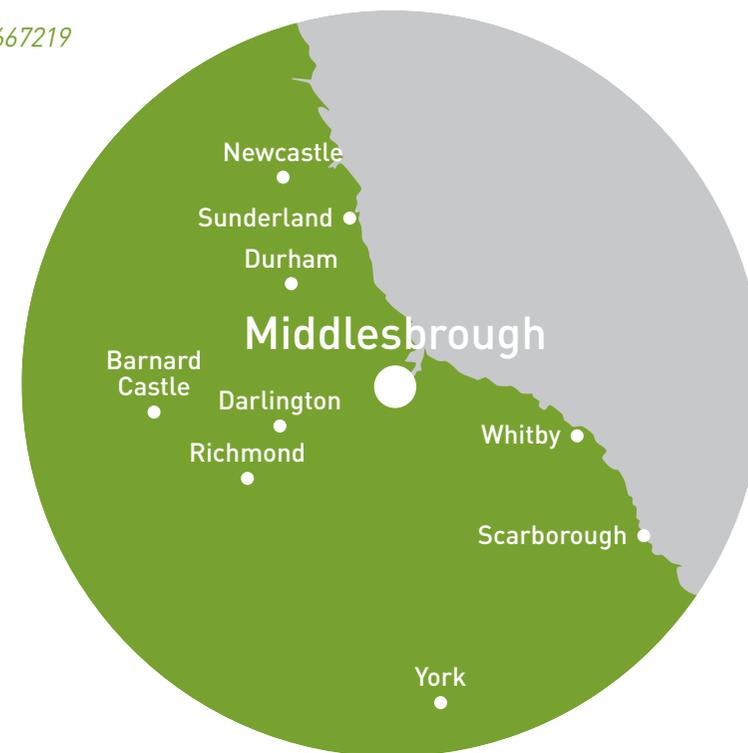
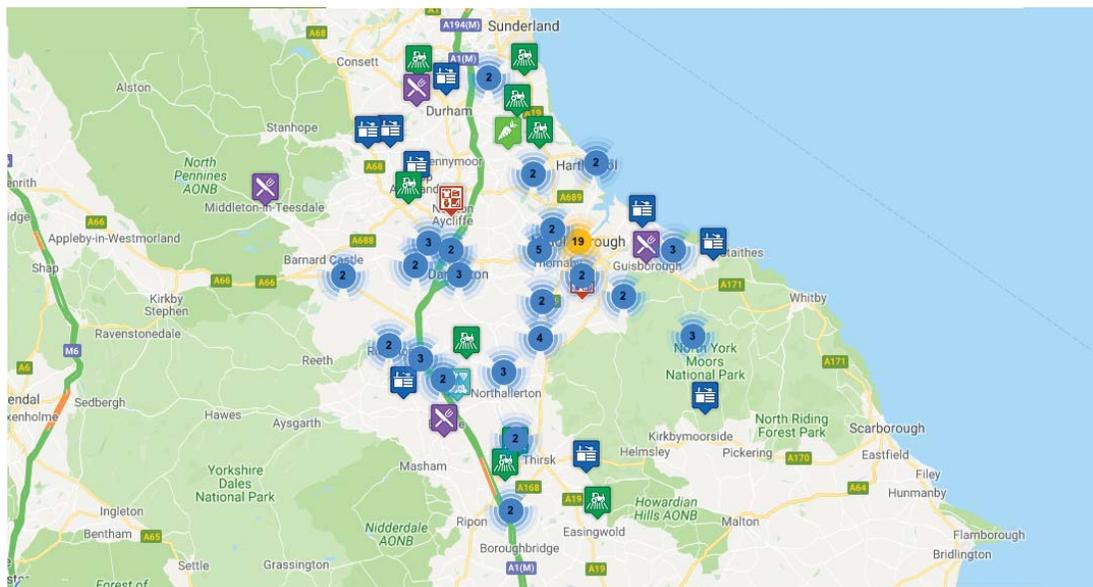
## 4.7

Local producers can connect direct with consumers and/or better access wholesale and retail markets through events, on-line tools and cooperative marketing and retailing initiatives.

### Website and online directory

- The Growing Middlesbrough website and directory has been developed to be a hub for local food consumers, producers and purchasers can find where to buy local food. The directory has over 110 business entries to date and this is widely promoted as a platform to connect with producers of local food. Examples of new business created as a result of the Growing Middlesbrough directory:
  - Roslind's Larder, a very small local business producing preserves from fruit grown on the owner's allotment has recently won business from a local restaurant as well as Jury's Inn who now include the preserve on their breakfast buffet;
  - Acorn Dairy, a small organic dairy based in Durham now supply Bedford St Coffee House.

<http://www.gazettelive.co.uk/whats-on/food-drink-news/middlesbrough-local-food-weekend-16-12667219>



## Promoting a Vibrant and Diverse Sustainable Food Economy



4.8

Restaurants and other food businesses are working to improve sustainability across all aspects of their business through peer learning networks and/or through support from national organisations such as the *Sustainable Restaurants Association*.

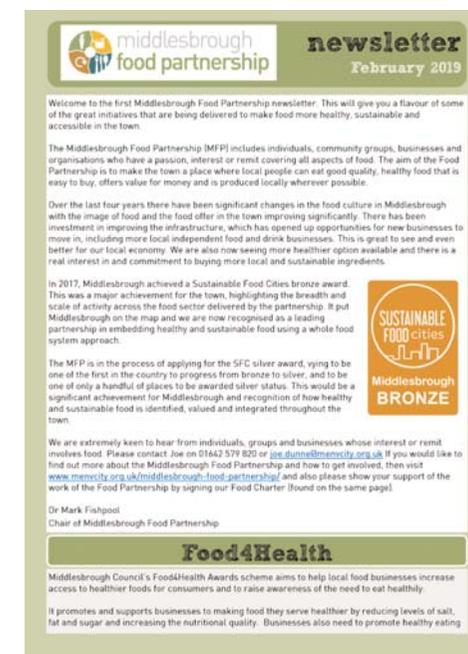
Over the last few years, Middlesbrough has seen an increase in the amount of food outlets and restaurants that are working together to improve sustainability within the sector. At the core of this informal network are a number of local independent food businesses that are located on the popular Baker/ Bedford Street (see 4.5). The main areas where these businesses are improving sustainability is by supporting each other by buying each other's products (in one case no money changes hands – sourdough is paid for in fresh coffee), by promoting and encouraging each other to use local suppliers and reduce food miles through combined delivery drops as well as having food waste recycled by Warrens Group (see 6.4).

On April 23rd 12 chefs, restaurant and food outlet owners, maitre d', kitchen managers, procurement managers from both independent and chain establishments as well as wholesalers came together to network and to discuss key issues facing them. The informal network event was organised by Liz Homan, an independent healthy and 'free from' chef who has a real passion for local and sustainable food, and led discussions around the supply chain of local and seasonal produce and general sustainability, while other topics, such as Brexit and the potential problems this may cause were also discussed. The plan is to have this as an annual events (as a minimum), but hopefully twice yearly.

Acorn Dairy, a local organic milk and butter producer are switching some of their residential supply contracts from plastic bottles to reusable bottles to reduce the environmental impact (their annual projected saving is 1.65 tonnes of plastic), and they are exploring possibilities for using other reusable containers for bulk deliveries.

As a result from feedback from bulk customers, such as Teesside University, Rounton Coffee have initiated a new delivery mechanism to reduce the amount of waste generated; they are replacing bags with reusable buckets to transport the coffee. After a number of uses, financial savings will be made which will then be shared with the customer through freezing price increases. They are also switching to plastic free tea bags and exploring ways to eliminate single use takeaway coffee cups within their two cafes.

The Middlesbrough Food Partnership (MFP) have showcased the impressive work cited above widely through a number of mechanisms. These include the Middlesbrough Food Summit 'Beyond the Parmo' (see 1.6), the widely circulated MFP twice yearly newsletter <http://menvcity.org.uk/wp-content/uploads/2018/06/MFP-Newsletter-Feb-2019.pdf> and at a specific event for all North East Environmental Health Officers (EHO). The event was run by a partnership between Middlesbrough Environment City, North East Public Protection Partnership and Chartered Institute of Environmental Health Officers and promoted the benefits of food partnerships, local and sustainable food, and Better Business for All schemes (Appendix 12). The MFP was asked to run an in-depth workshop for EHOs from the Tees Valley authorities looking at the benefits of and steps to take to set up a Local Food Partnership, and Darlington and Redcar & Cleveland council's are exploring setting up food partnerships, receiving support from MFP during this process.



### 5.1 A cross-sector sustainable food procurement working group, network or equivalent forum has been established to bring together procurement officers, caterers, suppliers and other decision-makers.

#### **Bronze:**

*Middlesbrough Food Partnership facilitates an informal local food procurement working group which meets regularly to investigate ways of procuring more food from within the Middlesbrough areas and work on the local procurement actions within the Food Action Plan. Members of the procurement working group include representatives from: Middlesbrough Public Health, Middlesbrough Council Procurement officers, Teesside University Procurement Officers, catering manager from Middlesbrough College, as well as representatives from MEC and the Federation of City Farms and Community Gardens.*

*The Food Procurement Group drew inspiration from Durham County Council and Durham University, who had worked within European procurement guidelines but still increased the food they had purchased locally. An event was organised in October 2015 that included a presentation from Durham University's John Turner, who shared his experiences, and culminated in a networking session at the end. Several connections were made, but most notably, Alister Wrigley, Middlesbrough College's Commercial Catering Manager, met with local speciality food producer Liz Homan, of Elizabeth's Kitchen. Alister had successfully implemented a Smart Buying Strategy, which enabled savings to be made on particular lines that enabled the college to spend more on specific ranges that might otherwise prove not to be cost effective. Contracting Elizabeth's Kitchen enabled the business to take on new premises and staff, and Middlesbrough College to showcase a local product. The college now also stocks Acorn Dairy's organic milk, the result of another meeting at the event.*

*The group held another seminar in early 2016, looking specifically at formulating a local food procurement policy. This aim was to encourage more large institutions to apply smart buying and create a marketplace for local and sustainable food. A new logo and branding will also be launched, making Middlesbrough's food more recognisable to its residents and encouraging people to buy locally, boosting the town's economy, improving employment opportunities, and ultimately reducing our carbon footprint.*

For the last few years the Growing Middlesbrough Food Procurement group has been focussed on establishing the brand, raising the profile of local food and working with food outlets to increase local food procurement through the Local Food Weekend, Local Food Markets and Meet the Producer events (see 4.3). The group identified that a greater emphasis needed to be placed on engaging and increasing access to local food at a more community level and has involved the Incredible Edible Middlesbrough group (see 3.1) which includes chefs, caterers and local food producers. There are strong links with local supermarket stores and their participation in initiatives and the Growing Middlesbrough Food Procurement group are increasing. Through working in partnership with Incredible Edible Middlesbrough, local food markets and local food pop up cafes are running. Local food markets are providing opportunities for emerging small scale food producers, and the pop up cafes are using local, surplus and gleaned food on a pay-as-you-feel basis, making it more accessible to more people.

### 5.2

**The Council has developed and formally adopted a city-wide Sustainable Food Procurement strategy and/or policy, incorporating specific commitments on a range of health and sustainability issues (see 3 below for examples).**

Middlesbrough Council (MC) has created a Sustainable Food Policy that includes the promotion and procurement of local and sustainable food, as well as a range of healthy eating topics to address issues such as obesity. The aim of the policy is for MC to work in partnership with the Middlesbrough Food Partnership (MFP) to develop and maintain a sustainable and fair food system in Middlesbrough that promotes and offers healthy affordable good food to staff, clients and visitors within the established One Planet Middlesbrough framework.

There are 4 main action areas to support the delivery of this policy:

**Procurement – applying and promoting sustainable buying standards for food and catering.** MC will strive to continue procuring ethically sourced (such as Fairtrade) and locally grown, reared and produced food when new tender opportunities arise. To this end, MC intend to work closely with NEPO and input into the Quality Evaluation criteria to improve opportunities for suppliers of local and sustainable products.

**Catering Managers – driving menu standards.** MC will take steps to reduce the salt, saturated fat and added sugar content of menu options and increase the fibre, fruit, vegetables and healthy fish in the food they provide. They also commit to: supporting and promoting higher quality, higher welfare meat, whilst encouraging reductions in overall meat consumption; seek to increase the clarity of nutritional information in menus and highlight and promote healthier choices and promote the use of Fairtrade and ethically sourced products.

**Communications – The Council are keen to communicate the positive message of this policy and** will promote this Policy across the organisation and set out a communications plan to ensure as many people as possible understand our good food approach and the benefits of healthy and sustainable good food. This will include people that MC serve food to and the wider community.

**Local and sustainable food - adopting the Middlesbrough Food Action Plan to guide healthy, local and sustainable food.** MC will: work to mitigate the negative environmental, social and economic impacts of the food it buys and serves; promote One Planet Living and adopt a holistic approach to sustainability through the progression of the One Planet Living Action Plan 2018-2025 and support the work of the MFP through the Middlesbrough Food Action Plan and Middlesbrough Food Power Action Plan.

As a result of the Sustainable Food Policy, MC have committed to only serving Fairtrade tea and coffee (inc sugar) in all council meetings and within the eight community hubs. The Hubs have also signed up to be a part of the Sugar Smart campaign and are making changes to catering and vending to reflect their involvement.

In a recent tender to deliver the food and drink offer at the cafe bar in the Town Hall, Middlesbrough Council requested providers support the local and regional community via the inclusion of local produce and suppliers and local and seasonal produce and healthier and vegetarian choices must be a feature of the menu. At the Mid Summer Banquette held at the Town Hall, the menu stated the origins of the produce, including a Middlesbrough Allotment Vegetable soup (see Appendix 13).

## 5.3

**Individual public sector bodies have adopted healthy and sustainable food policies e.g. nutrition standards, healthy options in catering and vending, 'tap water only' policies and/or ethical standards such as cage-free eggs, sustainable fish and Fairtrade.**

Middlesbrough Council's Food4Health strategy is the standards for health and nutrition that promotes healthy and sustainable food. It provides clear guidance on how healthy food is selected, prepared, cooked and displayed and promotes the use of local, sustainable, Fairtrade, tap water and sustainable fish and supports businesses working towards achieving an award. <https://www.middlesbrough.gov.uk/environment-and-public-protection/advice-and-information/food-businesses/food4health> [https://middlesbrough.gov.uk/sites/default/files/Food4Health-Awards\\_Guide.pdf](https://middlesbrough.gov.uk/sites/default/files/Food4Health-Awards_Guide.pdf) (Also see 5.4)

**Teesside University** (1,800 staff and 25,000 students) is committed to high healthy and nutritious standards, reflected in their Food4Health Gold status. They are also committed to sourcing sustainable and ethical food (and now have ten independent local food suppliers), outlined in their Sustainable Food Procurement Policy (Appendix 01) and their Fairtrade status.

Similarly **Middlesbrough College's** commitment towards healthy and sustainable food is reflected in their continuation of their Food4Health Gold status adopted within all areas of the commercial catering operations. They have adopted a new vending machine service layout for their ten machines that promote water and low less sugar drinks, and a 'sugar tax' in all outlets. Low pricing for healthy produce is also maintained through savings made through their Smart Buying Strategy ensuring the promotion of healthy and local products is at the heart of their service plan and are accessible to all.

**Macmillan Academy**, a large secondary school with 1,541 students has a Healthy Food Policy, with key objectives including: creating an environment that instils a healthy lifestyle; promoting wellbeing through positive healthy eating experiences; encouraging positive attitudes towards food; and enabling best practice to influence attitudes of wider family members.

In school catering (c. 1000 covers daily) follows the School Food Plan and promotes healthier options through traffic light labelling and uses local ingredients where possible. The Food Policy stipulates packed lunches must be a healthful balance, and teachers will not give sugar/high-fat rewards. The school also run campaigns every term that support young people's nutrition education. In 2018 they ran campaigns on a hydration, healthy breakfasts, and healthy cooking events with families.

**The Northern School of Art (NSA)** have created and adopted a Healthy Eating and Sustainable Food Procurement Good Practice Guide 2018-2019. It has greater focus on healthy and sustainable food and reflects their commitment to Food4Health Gold Award status. NSA have increased the range of healthy sandwiches sold and only include bottled water/ no added sugar drinks in Meal Deals. They have also increased their range of vegetarian and vegan food on offer and have renovated all eight of their tap water fountains so pupils can refill bottles.

Through continued support by MEC's Healthy Cooking Team 11 primary schools have adopted Breakfast Club policies serving c. 800 children per week, which includes:

- Dilute fruit juice 50/50 with water
- At least 2 days free of sugary toast toppings.
- Cereal is less than 10g per 40g serving and serve no more that a 40g.

Eight of these 11 primary schools have adopted a **Healthy Lunch Box** policy, which involved the inclusion of at least one portion of fruit/ veg, some form of dairy product, one form of carbohydrate based food, and only one high fat/ sugar snack.

### 5.4

**Public sector organisations and large private caterers have achieved quality, healthy, sustainable and/or ethical food accreditation, such as the Food for Life Catering Mark, Sustainable Fish, Good Egg and other awards.**

Significant work has been undertaken as a part of Middlesbrough Council's Food4Health scheme with a number of important changes seen. In particular, in the 20 nurseries that are a part of the scheme food policies have been adapted to include healthy eating, reduction in the number of unhealthy/convenience/readymade foods offered and options to make homemade dishes from scratch as an alternative. This is resulting in nurseries changing products that are used/ on offer, and in providing much more balanced diet for the 1,400 plus children that use the service.

The Acklam Green Centre has also achieved Food4Health Gold Standard. The a local community centre provides catering for hundreds of meeting annually through their in house cafe (which is also open to the public), and customers are given more healthy options and are able and encouraged to make an informed choice, such as using sweeteners rather than sugar for hot drinks or not using butters/spreads (they are optional however not encouraged).



**Food4Health**

#### **Middlesbrough Council School Catering Service**

Following an audit in Autumn 2016, the School Catering Service was awarded the prestigious Gold Standard Food4Health award which is the Council's standards for health and nutrition. The Service provides Middlesbrough Schools with 11,000 meals every day. In addition, 17 nursery schools within the town also received the Gold Standard award. Food4Health is an initiative developed by Middlesbrough Council to help businesses and organisations reach and maintain a level of healthy and nutritional food within their meal provision. Once Gold Standard is achieved, to ensure that this standard is maintained, establishments are encouraged to incorporate local food, Fairtrade Products and Sustainable Fish into menu plans, and are also asked to participate in the Breast Feeding Welcome campaign.

Middlesbrough Catering Service are also working with Warrens Group Ltd to have food waste collected and recycled through anaerobic digestion from 27 sites (see 6.4).

#### **Middlesbrough College**

The College is committed to sourcing locally-produced food for all its on-site cafes and snack bars and also in the prestigious Riverside Brasserie where food is prepared and served by catering and hospitality students. For example, all milk sold or used at the college is provided by Acorn Dairy – a local organic milk supplier. The College has attained the Gold Standard Food4Health award and is also has Fairtrade status. The College is also signed up to the ExtraLife programme and is working to create a healthy environment for staff and students with a focus on healthy eating, activities and weight management.

#### **Teesside University**

Teesside University was one of the first organisations to sign the Food Action Plan's Business Charter and is working hard to promote sustainable, healthy and locally produced food within the campus. Teesside University received Gold Standard Food4Health award in 2016 acknowledging the work the University is doing to promote healthy and sustainable food within the University food outlets. The University's Sustainable Food Policy commits to procuring local food wherever possible and ensuring that animal welfare standards are adhered to for any animal produce purchased and to insist on red tractor standards as minimum where applicable. The Student's Union are also have Fairtrade Status and are prominent champions of Fairtrade within the town.

<https://www.middlesbrough.gov.uk/environment-and-public-protection/advice-and-information/food-businesses/food4health>

## 5.5

The uptake of healthy and sustainable catering accreditation is being tracked and actively communicated to promote further uptake across all key settings, including nurseries, schools, colleges, hospitals, care homes and workplace canteens.

Middlesbrough Council's Food4Health is a free accreditation scheme that is open to food businesses and settings within the town. New businesses/ settings have to apply to be a part of the scheme and their involvement is actively tracked through the support provided by Middlesbrough Council's Environmental Health department. The prestigious award is actively communicated through a variety of channels, including a Public Health e-update, a Public Protection newsletter and during visits to businesses that are not part of the scheme by Environmental Health Officers. It is a requirement at all levels of the award that a pledge is signed and displayed in the establishment, which also raises the profile of the accreditation and promotes it wider. When a setting or businesses achieves the gold standard, a press release is issued by Middlesbrough Council to highlight the good news and the setting/ business is encouraged to include communications through their channels and on their website.

The Growing Middlesbrough initiative is an important part of the Food4Health scheme as it provides a recognised accreditation for local food with defined criteria, and businesses and settings are encouraged to access the large network of food businesses that are already a part of the initiative. All food businesses that are part of Growing Middlesbrough have to satisfy the criteria (which defines what local food and drink is <http://mencity.org.uk/wp-content/uploads/documents/Growing%20Middlesbrough%20-%20Criteria%20A4.pdf> and complete the application process. All businesses are then included in the online directory, a platform that can be accessed by individuals and other businesses. Through social media, events and activities, Growing Middlesbrough is widely promoted as the 'one-stop-shop' for buying local food (see 4.3). All businesses a part of the Growing Middlesbrough initiative were contacted in a recent audit and update of information and details, with updates made to the directory accordingly.

Focus on Undernutrition's catering course for special and healthy diets, delivered by Middlesbrough Council's Public Health department is now accredited and is actively communicated by the council to all care homes to increase uptake, with the aim to engage all care homes in the town. The programme is working with 24 elderly care homes who are either accredited or working towards their first year of accreditation, with the remaining due to commence training in January 2019 and will achieve full accreditation in 2020. The success of the programme has resulted in it now been written into the contracts and commissioning care home review tool and contract which means all elderly care homes will be expected to achieve the standards set out by the FoU programme.



### 5.7 Small scale local producers and other sustainable food businesses are better able to access large scale procurement markets via cooperative marketing and supply initiatives and via on-line tendering databases.

Building on the successes below, additional work has taken place within the last two years to support small scale local producers accessing larger scale procurement markets.

In November 2017 at Middlesbrough's Food Summit Beyond the Parmo, the Middlesbrough Food Partnership ran a 'Meet the Producers' event. The event attracted 15 local producers providing a range of products. The event was widely publicised within the hospitality sector, and feedback from producers was that they found the event extremely valuable and a number of them have made extremely important contacts with larger scale markets, such as Teesside University, Middlesbrough College and Middlesbrough Council.

Middlesbrough Council's procurement team are a Middlesbrough Food Partnership partner, as well as a part of the Growing Middlesbrough sub group that focuses on local food procurement. They are working with Growing Middlesbrough to explore how local and sustainable food has more weighting in the next NEPO framework, which is due for renewal in 2019. As a part of this process, Middlesbrough Council ran a Procurement event on 17th January preparing businesses to be ready for tenders with the council, including food tenders through the NEPO framework. The proposed changes in scoring and weighting was highlighted, with the Middlesbrough Food Action Plan and Growing Middlesbrough cited as two support networks to assist businesses scoring higher social value points.

Teesside university run a quarterly Community Market in their Middlesbrough town centre campus. The location is just off Linthorpe Road, which has a high concentration of restaurants and food outlets. This provides a fantastic opportunity for small scale independent producers to meet chefs, catering and procurement managers. Three local suppliers Crumble and Slice, the Clucking Pig Company (award winning scotch eggs) and the Green Guerrilla (Vegan and vegetarian) met Teesside University procurement managers at the Community Market, and now have contracts supplying their catering outlets.

#### **Bronze:**

*The Food Partnership has hosted Meet the Supplier events, and run procurement workshops to help small businesses understand and use local procurement processes. As a direct result of these events local suppliers have been able to access procurement markets in the Town. For example:*

- *Acorn Dairies, a local organic dairy now supplies milk to Middlesbrough College;*
- *Rounton's Coffee Roasters, a small local business who source and import and ethically grown coffee beans are now supplying coffee to Teesside University;*
- *Elizabeth's Kitchen, a small bakery producing gluten free baked goods, also set up a contract to supply Middlesbrough College.*

*The Growing Middlesbrough website has developed a local supplier directory, which puts local suppliers in direct contact with procurement markets.*

<http://www.menvcity.org.uk/gm/food-businesses/>



### 6.1

City-wide campaigns to raise public awareness of food waste and how to reduce it are being delivered - such as *Love Food Hate Waste*, *Feeding the 5000*, *The Pig Idea* and *Disco Soup*.

A number of projects and interventions are supporting a town wide campaign to raise awareness of food waste issues and how to reduce it.

Middlesbrough Veg Cities is raising the profile of food waste issues in education settings through the Veg Patch and Soup Bag projects. Both projects are working in partnership with local branches of supermarket chains to make use of surplus food to feed people in need, but also delivering important messages around the amount of surplus food available and it is not waste but a valuable resource.

- **The Veg Patch** is a partnership between Veg Cities (MEC), Teesside University and the Co-op supermarket. A team of student volunteers have been supported to run a weekly pop-up stall on campus to redistribute surplus fruit, veg and baked goods on a 'pay as you feel' basis to fellow students. Recipes on healthy meals and other healthy eating messages are also delivered alongside messages on surplus food/ food waste. All produce is redistributed each time the stall is run (0.328 tonnes in 8 weeks), with around 40 people visiting the stall and an average £35 is donated. The reach of The Facebook posts is nearly 3,000 people. The Veg Patch model is also being adopted into three additional schools where they have a Fairshare stall redistributing surplus ambient food, broadening the reach to even more people, and in particular families in disadvantaged areas.
- **The Soup Bag project**, sponsored by Tesco's and Sainsbury's through supplying surplus vegetables is delivering food waste messages to children and teachers through initial workshops with participating schools. Children then make soup using the surplus veg and either take it home or sell it to other families. All pupils are given a Soup Bag to take home with the ingredients to make the soup at home, spreading the message of surplus food/ food waste issues further to families. Tesco are coordinating their other stores within the area to ensure more of the surplus and waste food is supplied to this project. through social media communication channels.



Awareness of food waste and how to reduce it is a key element to the variety of cooking workshops and training delivered by a variety of partners, as outlined in 3.6.

Warrens Group <https://www.warrens-group.com/> is supporting the efforts of the above projects through running a campaign to educate schools (children and catering staff) on food waste and how to reduce it. They deliver workshops in schools and invite staff and children for visits to their anaerobic digestion plant. As a part of the campaign, schools are educated on the amount of energy, water and money they can save by recycling food waste rather than using a macerator.



Warrens Group also encourage all businesses that express an interest in their service to have a four week trial to monitor the amount of food waste they generate and how much money they can save. Approximately 90% of the businesses sign up to the scheme on a long term basis and a rapport is developed with the client, and Warrens then work with the business devise strategies to reduce food waste further and save costs.

### 6.2 Farmers, growers and land managers are being provided with training, advice and support on how to adopt low ecological impact production and management techniques such as organic, permaculture and pesticide free.

Middlesbrough Environment City delivers a programme of horticulture training, predominantly to small scale growers, and actively promotes growing organically, permaculture and pesticide free management. Over the last five years approximately 240 people from a diverse range of backgrounds have accessed the free three day course. The course covers basic growing general vegetables and fruit, and more advanced management of growing and growing sites, including a range of permaculture techniques, organic growing, soil testing and organic pest management. Composting and the recycling and reuse of materials is also covered. Approximately half of the people attending the training are linked with community groups or are growing food communally, and they can access additional and bespoke advice from MEC through a site visit on designing a site to maximise production, including crop selection throughout the year. Examples include the communal community allotment sites at Albert Park and People's Park (), the communal plots at Saltersgill and Town Farm allotments and the communal growing garden at the Trinity Centre in north Ormesby, managed and maintained by local residents.

At least four primary school teachers have been on the course and have now set up a growing garden in their school, and four local 'Friends of' groups have been on the course, taking the knowledge back to their group to integrate within their plans. One of these groups includes the active Friends of Nature's World group, who maintain a productive forest garden within the site they maintain. A common progression from the course are people setting up community growing sites within their community, with the Scamplegarth project and the communal garden at the Trinity Centre in North Ormesby being prime examples. The course has also seen staff from Groundwork NE, who have gone onto setting up their own community growing projects, including the successful Men's Shed project (see 3.4), and staff from a variety of elderly care homes, intermediary homes and sheltered homes.

Saltersgill 88 is a Community Allotment on a large allotment site, run by volunteers to promote permaculture and its three values: Earth Care, People Care and Faire Share. Through providing opportunities on the plot for volunteers, people learn about permaculture and growing through taking part in activities (such as pruning fruit bushes, ground cultivation, no dig etc). Within the first year six people, all who have or are a part of other community growing groups have engaged with Saltersgill 88 and taken the learning back to their own group. Saltersgill 88 are also involved in community growing networks around the town, such as Incredible Edible Middlesbrough and promote and support people to adopt permaculture methods through those means.

Askam Bryan College, a local agricultural college are training the next generation of farmers, growers and land managers, and low ecological impact production and management is incorporated into seven courses with a reach of 180 students. These messages and how they are put into practice are supported through their work experience placements, with up to 150 students in 2018 taking advantage of the scheme.



### 6.3

#### The Food Waste Hierarchy is being incorporated into relevant policies, strategies and services in order to reduce food waste and ensure surplus food and food waste are diverted to the most appropriate purposes.

Middlesbrough Council's Waste Strategy is due to be renewed imminently and will follow guidance from the Tees Valley Joint Waste Management Strategy, which Middlesbrough Council has been a part of developing <http://bit.do/eNiRc> We understand that the Food Waste Hierarchy (FWH) will be included in and is at the core of this new Waste Strategy.

In the Council's new Sustainable Food Policy (see 5.2), the council are also committed to supporting the work of the Middlesbrough Food Partnership through the Food Action Plan (FAP) and Food Power Action Plan. Both the Food Waste Hierarchy and ensuring surplus and food waste are diverted to the most appropriate purposes are a key part of the FAP <http://bit.do/foodactionplan>

Middlesbrough Council's school catering is putting the Food Waste Hierarchy into action by rolling out the food waste collection service delivered by Warrens Group Ltd to 27 sites across the town. A number of providers that support this approach by delivering workshops with children and their families, promoting the key principles of the Food Waste Hierarchy through meal planning, portion size, using leftovers and cooking in bulk and freezing etc. In their commitment to improve the Food4Health programme and support for the FAP, Middlesbrough Council will look to include the Food Waste Hierarchy into the criteria of the Food4Health programme when it is reviewed in 2019.

Middlesbrough College and Teesside University both have comprehensive waste policies/ strategies that aim to minimise all waste, including food. Teesside University are working closely with Warrens Group Ltd and have their food waste collected from six of their Middlesbrough on campus catering outlets. Middlesbrough College has always operated a very good waste management system, and has implemented a robust process of continuous improvement over the years. Reflecting the importance of sustainability, the college has adopted a new approach that aims to raise awareness of the importance of Remove, Reduce, Reuse, Recycle, across every aspect of the colleges operation. This includes such things as:

- New recycling bins that split waste at source.
- Replacing plastic containers with environmentally friendly containers (eg Vegware).
- Promotion of new strategy; e.g. use a plate not a container. 'Think environment when you eat'.
- Engagement campaigns with students increasing awareness of waste, what the college is doing and how they can support the process.
- Involvement of students in promotion and advertising campaigns

Both Tesco and the Cooperative are also supporting the Veg Cities project through supplying surplus food into the high profile projects that are being run – the Soup Bag (1.2 & 6.1) project and the Veg Patch (1.5 & 6.1), and Wiltshire Farm Foods are providing c.300 surplus meals per quarter (due to menu changes) to the Free Food List (Appendix 09).

Warrens Group Ltd provide a comprehensive food waste collection and recycling service (see 6.4) and actively promote the Food Waste Hierarchy and ways this can be incorporated into daily practices to all their clients. Warrens' service helps businesses to improve their sustainability through 'cleaning up' their general waste to make it more recyclable (a number of sites have reduced the number and frequency of general waste collections).

### 6.4

A food waste collection scheme for homes and/or for restaurants and other catering, retail and manufacturing businesses has been established and is redirecting this waste for composting, energy recovery (AD) or animal feed (where permitted).

#### *Food Waste Collection Schemes for Restaurants, Businesses and Catering Outlets*

*Middlesbrough Food Partnership has established an excellent partnership with Warren's Group Ltd Food Fuel, a local business based in nearby Co Durham who divert waste food from landfill and turn it into gas and electricity (enough to power 19,000 home) via anaerobic digestion (AD). They are working with many restaurants and companies across the North East and are currently capable of diverting 100,000 tonnes of food from landfill per annum. In 2016, the Partnership hosted presentations from Warren's to local food businesses and has organised two visits to the AD facilities. Warren's have since generated new contracts within Middlesbrough and currently service 135 container lifts per week which weighs in at approximately 13,500kg of unavoidable food waste.*

*As a result of working with Middlesbrough Food Partnership, Warren's have developed relationships with a broad range of businesses in the town, including:*

- **Off the Ground Coffee Shop** - a small independent retailer which is a new business due to open in Middlesbrough Centre. The owner of the business is big on sourcing his coffee beans ethically and has adopted a food waste strategy to ensure that he operates the business as sustainably as possible. All of his coffee grounds, tea bags and food waste from plates will go directly to the anaerobic digestion plant to produce energy.
- **Teesside University** - have installed food waste collections into the main campus to service the food locations across the campus. They are currently on track to divert approximately 10 tonnes of food waste over a 40 week period. Warren's are working with the University by taking in engineering students at their facility to assist with course work and work experience.
- **Bedford/Baker Street** - the Twisted Lip and Roast are on fortnightly collections. They are on track to divert six tonnes over 52 weeks.
- **North Ormesby Market** - Warren's are currently working on this project to help to divert a staggering amount of fruit and veg waste from the market - approximately two tonnes each week - which is currently being incinerated. They are currently trialing a food waste solution which has been proven to be a more cost effective alternative.

6.4

A food waste collection scheme for homes and/or for restaurants and other catering, retail and manufacturing businesses has been established and is redirecting this waste for composting, energy recovery (AD) or animal feed (where permitted).

### ***Domestic Food Waste Collection***

*Middlesbrough Council currently do not have the capacity or resources to introduce a domestic food waste collection service. Efforts are being focussed on promoting home composting which is something both the Council and Middlesbrough Environment City have been very active in promoting for many years, and will continue to do so as it is a valuable addition to One Planet Middlesbrough's ethos of sustainable living.*

The profile and benefits of the food waste collection service offered by Warrens Group Ltd has been widely promoted to a range of businesses across the town, with a marked increase in the amount of restaurants and food outlets now having their food waste collected. To date, there are now over 100 Middlesbrough businesses signed up. The scheme is also actively promoted during visits by Environmental Health Officers to local businesses and through schemes such as Food4Health, Extra Life and Better Health at Work.

The popularity and success of the food waste collection service by Warrens has meant that they are now operating at near full capacity of diverting 115,000 tonnes of food waste per annum, and they are looking to implement further expansion to increase capacity. Warrens are supporting at least 15 local farms within a 10 mile radius of the AD site by providing the pas110 approved bio fertiliser free of charge. This means that the ecological footprint of the farms is reduced as they are less reliant on additional fertilizers.

A significant development within the town has been the successful scaling up from initial pilots run in six primary schools to 27 school sites now having all their food waste collected and recycled through anaerobic digestion by Warrens Group Ltd.

### 6.6

#### Home and community food composting is being promoted through awareness and education campaigns and through the provision of composting tools, demonstrations, materials and sites for communities to use.

*Middlesbrough Council provide green waste bins which are collected weekly from residents homes between March and October each year.*

*For residents wanting to compost at home, low cost compost bins are available from MEC to any Middlesbrough resident and Middlesbrough Council's Environmental Education Officers run a programme of composting roadshows, targeted visits to individual properties, school visits & annual events to promote home composting of kitchen and garden waste.*

*Middlesbrough Environment City (MEC) also ran a series of free 'Introduction to Composting' courses during 2016, offering subsidised compost bins and ongoing advice to participants. The course covered the basics of composting, including what could and couldn't be composted, management of a composting system and why composting benefited the environment on a wider scale. An active compost bin was demonstrated, highlighting the processes involved. Participants were also shown different ways of using compost in the garden, such as in making compost teas, mulching bare soils, or making planting mixes, highlighting how it could lead to additional savings for food growers.*

*Additional subsidised compost bins were also made available to residents for composting at home or on an allotment and were given out with guidance leaflets and contact information. These have been promoted by Middlesbrough Council too, through public events and also by offering them to residents requesting additional green garden waste recycling bins. 62 compost bins were distributed.*

*Community gardens and allotments at People's Park, Saltersgill and Town Farm Allotments all have communal site composting bays which were built by MEC to encourage on site composting and are used during workshops as working examples.*

*MEC are working with Middlesbrough Institute of Modern Art (MIMA) and Investing People and Culture (IPC), a local charity that works with refugees and Asylum seekers on a communal growing project at MIMA (in the centre of the town). There are composting bins currently in place where produce from the garden and the MIMA cafe kitchen are composted. There are plans for larger composting bays to be constructed imminently. Once these are in place, interpretation and promotion will occur*

*Through the Hearty Beats project, seven schools have composting facilities as a part of their onsite growing facilities, and as a part of the support provided by MEC, the benefits and an introduction to composting is provided to the lead teacher and a number of pupils.*

*Progressing on from the 'Introduction to Composting' courses delivered by MEC, a condensed version of the course has been adopted into the Horticulture training (see 6.2) delivered to approximately 240 over the five years. The benefits and techniques of composting at home and on communal allotment are promoted, as are key techniques to ensure people get an effective product at the end. The scheme offering free or low cost home composting bins is not run by Middlesbrough Council anymore, but places where the general public can buy bins are promoted. As are methods of making your own compost bay using reclaimed materials. This is particularly popular on allotment sites and communal growing sites, and as a part of the support provided by MEC as a part of the Horticulture training course, bespoke advice on design of composting bays are given to community growing projects.*

### 6.8

**Local charities and social enterprises are collecting consumable surplus food and redistributing it to organisations feeding people in need, while working to raise the nutritional standards of the food aid being offered.**

***Nunthorpe Community Cafe** is a not for profit Community Interest Company. The cafe is part of the Real Junk Food Project which uses food that would otherwise be wasted to provide healthy, home cooked food. The cafe offers a Pay as You Feel menu twice a week (Tuesday and Thursday) as a way of making healthy home-cooked food available to those vulnerable to food poverty.*

***NOSH Healthy Kitchen** restaurant in Middlesbrough town centre gives excess food away free of charge every Wednesday and Saturday evening to the homeless and those in need.*

***Community Patchwork Orchard Project** – brings free, fresh and healthy fruit to the people of Middlesbrough by mapping where fruit trees exist that can be freely and safely accessed by local people, and by harvesting and distributing surplus fruit and bringing it to those in need. <https://www.mencity.org.uk/patchwork/about/> people are already responding to adverts and press releases and are offering their surplus fruit from their own trees in the Autumn.*

***Greggs** are providing free surplus food to a community hub in North Ormesby, which is in one of the most deprived areas of the town. The food is supplied daily and included sandwiches and bread. People collecting the food are also able to access a range of additional support at the Hub including CAB and Welfare advice, Debt advice.*

*Work is being progressed through the Food Poverty theme of the Food Action Plan to ensure an appropriate referral pathway is available to people gaining access to emergency food. This will ensure they have access to support to improve resilience to food insecurity, for example through welfare and debt advice, energy efficiency advice and cooking on a budget advice.*

The Middlesbrough Food Power Alliance (FPA) have recently mapped all social food provision within the town and undertook an audit on where they source their food from. A high percentage of charities and organisations that provide free and low cost food utilise surplus food from a wide variety of sources. It has become a key priority of the FPA to develop a Surplus Food Hub, to ensure there is a joined up, fairer and more efficient system for all charities/ organisations involved to utilise more of the surplus food available in and around the town. All key stakeholders are either on board with the initiative or involved. At the time of writing we are awaiting news on a location for the hub, and once that is in place then the initiative can progress to an operation stage, which will also involve sourcing additional funding and sponsorship.

There are two Teesside University student projects that are collecting consumable surplus food and making it available to people that need it most. The Enactus Society are running a Community Fridge project, providing a space for food to be diverted away from landfill and consumed by those that need it most. After a number of initial issues which have been overcome, the fridge is now located at Teesside University Students' Union (in Middlesbrough town centre). The team have agreements that all surplus food from the five campus food outlets and the pop-up Veg Patch stall will be taken to the fridge, as well as from two independent restaurants. They are in discussions with Wiltshire Farm Foods for any surplus meals-on-wheels meals to be available when they change menus, a number of other local restaurants and food outlets and the local Sainsbury's Local store.

Two undergraduate Food Technology students ran a successful social enterprise pilot project that collected fresh food that was close to/ past its 'sell-by' date and made soups, which are then pasteurised and canned for future sale. Following on from this, Teesside University and Incredible Edible Middlesbrough are working with the MEC in the development of a Surplus Food Hub and placements will be offered to students to develop products made from surplus food and gluts of produce, making them available to people that need them most.