

OUTCOME	ACTION	WHO	WHEN
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A THRIVING LOCAL ECONOMY

Encouraging a greater number and diversity of food enterprises and jobs, making the most of Plymouth's rich land and sea resources.
Sourcing healthy and sustainable food from local suppliers, keeping value within the local economy.

New food outlets and models through social enterprise	New Local Food Store & Café in Plymouth city centre Mobile Community Food Hub 3 new community food coops or buying groups – in areas with little access to fresh produce Set up and support 3 new producer co-operatives	Food Plymouth Partnership Take a Part: Grow Efford Partnership Tamar Grow Local	September 2013 December 2013 March 2014 December 2012
Support the establishment of a variety of commercial retail for the provision of local food & an increase in fresh produce sold within existing city retailers, caterers	Mobile Farm Shop at Plymouth University (PU) Support 5 new and existing fruit and veg retailers / vendors to sell local produce Thriving Farmers market in prominent city centre location	Plymouth University Food Plymouth Partnership Plymouth City Centre Company	ACHIEVED March 2014 October 2012
Drive large-scale changes in demand & supply of organic & other sustainable produce from Devon & Cornwall food producers, especially through: • Public sector catering and procurement • Hospitality catering • Multiple retailer engagement and research	8 Plymouth public sector caterers adopt Sustainable Food Policies, 4 adopt the Food for Life Catering Mark - help embed long term commitment to local and sustainable sourcing 25 Private sector hospitality caterers sign up to Plymouth Food Charter, with commitments to increase % local sourcing 5 main multiple retailers contacted to engage with aims Plymouth Food Charter & to explore opportunities for more local produce sales and community engagement activities	Public sector buyer group Food Plymouth Partnership Food Plymouth Partnership	PCC & PU ACHIEVED FFL CATERING MARK (Gold / Bronze) Feb 2012 February 2013 September 2012

HEALTH AND WELL-BEING FOR ALL

Promoting healthier lifestyles through awareness of nutritious and sustainable food, and improving availability of seasonal, affordable produce.
Building on the existing wide range of community growing and other food-related activities to improve physical and mental health for young and old.

Maximise opportunities for raising awareness about the importance of food on improving health & wellbeing and influence this at every level	Involvement in health awareness raising campaigns eg. British Heart Foundation's Develop and use Food Plymouth website www.foodplymouth.org – for marketing and member participation 'Food champions' across city to engage and inform different organisations, communities, other stakeholders, media and create a more positive image around sustainable and healthy food	Food Plymouth Partnership (FPP)	2011 – 2014 ACHIEVED September 2013
Particular emphasis on health inequalities and the significance of preventing ill health through diet	Food Charter aims embedded into relevant policies and plans with NHS Plymouth 'Healthy Plymouth' and Local Authority-Health Inequalities Plan Food Plymouth campaign to raise awareness with citizens and food retailers about food promotions and products which cause obesity and other health problems Produce a campaign film to raise awareness of aims of Plymouth Food Charter & Action Plan	Plymouth City Council (PCC) NHS Plymouth Food Plymouth Partnership (FPP) FPP	2012 - 2014
Food meeting place to engage people, celebrate food and provide opportunities for learning and training	A Local Food Café & Shop social enterprise in Plymouth city centre (also in Economy Section). Continue to deliver working programme of cooking skills training - 10p/yr Skill sharing and intergenerational learning food workshops - annual programme	Food Plymouth Partnership NHS Community Health Improvement Team (CHIT)	September 2013 2011 – 2014

BUILDING RESILIENT AND CLOSE KNIT COMMUNITIES

Promoting and celebrating the food and culinary traditions of all cultures by holding community and city events such as Flavour Fest.
Bringing communities together through local and city-wide food initiatives, helping to promote neighbourhood inclusion, cohesion and regeneration.

Promote Food Charter at Flavour Fest and through city wide initiatives to help raise awareness and to celebrate good work already taking place	Food Plymouth mobile display for presence at city events eg. Flavour Fest, PCC allotment open days Plymouth Food Awards developed and launched Summer 2011 – to continue and develop these through 2012/13 East End Allotments recognised by awards from SW in Bloom (outstanding achievement) & Plymouth in Bloom (Gold for best community environmental project & Champion of Champions)	Food Plymouth Partnership (FPP) FPP East End Allotments	2011 - 2014 ACHIEVED 2011 ACHIEVED 2011
Develop and support local food events and projects within communities and neighbourhoods	Annual community food events (4 p/yr) Press articles about Food Plymouth aims and activities (min 4 p/yr)	Food Plymouth Partnership (FPP) FPP	March 2012 – 14 ACHIEVED 2011
Develop networks through which anyone with an interest in food can find out what others are doing and work more effectively together towards a common goal	Food Plymouth Network developed through website, e-newsletter and social media Current and relevant links and resources signposted through website and network	Food Plymouth Partnership (FPP) FPP	March 2012 – 2014 2011 – 2014

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LIFE LONG LEARNING AND SKILLS

Giving everyone the opportunity to appreciate good food – where it comes from, how it gets here, how to grow and harvest it, how to cook it, how to eat it and how to enjoy it.
Giving everyone of all ages the opportunity to learn and develop skills around food - at schools, colleges, universities, workplaces, local communities, and in the home.

To 'inspire and enable' schools to adopt a 'whole school' approach to transform their food culture	Every educational establishment to receive 'tailor made' information (e.g. posters, fliers) on the food charter, what it means and how best to engage with it. Cookery classes /demos in schools to engage children with food (min 15 p/yr) 27 Plymouth FFLP schools, 2 Flagship schools	Food Plymouth Partnership (FPP) Food is Fun Food for Life Partnership (FFLP)	March 2012 – 14 March 2012 - 14 ACHIEVED
Provide opportunities for learning growing skills	Apple tree planting and pruning workshops (winter) Children's food growing workshops (monthly). Start up and market support for small scale community food producers in Tamar Valley eg. Apple grafting workshops, Bee keeping courses.	Dig for Devonport Tamar Grow Local	2012 – 2013 2012 – 2014

A REDUCED ECO FOOTPRINT

Protecting wildlife and the natural environment, by using greenspace and brownfield sites in and around Plymouth to produce local and sustainable food.
Reducing food miles, packaging, and waste, and increasing composting and recycling.

Map greenspace and brownfield sites in the city and assess availability and food growing potential	Natural England and PCC Green Infrastructure (GI) report	Plymouth City Council (PCC)	ACHIEVED 2011
Increase food growing space within the city	NT Saltram House new allotments (40 - 50 plots)	Saltram House	July 2012
Showcase biodiverse edible gardens	3 new edible gardens in city eg. Efford, Stonehouse,	Dig For Devonport	March 2013
Support short supply chains into the city through collaboration of all players within food chain	Facilitate dialogue across supply chain to support and enable beneficial collaboration for shared distribution and marketing Feasibility study into multi-stakeholder distribution / local food hub to access a range of city markets Regular Low Carbon Sail deliveries of fresh local organic produce into city from Tamar Valley producers	Food Plymouth Partnership (FPP) FPP SailTrade Tamar Grow Local	March 2012 - 2014 March 2013 March 2012 – 2014

Plymouth to be a 'Sustainable Food City' supported by a city wide cross sector partnership to help embed healthy & sustainable food into the city's culture. Help to develop a national learning programme and network to inspire and inform best practice.

Establish and support a city-wide cross-sector group of organisations that can drive and steer the project and develop a Sustainable Food City: Plymouth (SFCP) Food Charter and Action Plan	10 -20 members involved in quarterly meetings 5 sub-groups to develop Action Plan, through city wide consultation process Annual consultation process to develop SFCP Action plan to reflect progress and ensure a dynamic plan which is responsive to changing climate	Food Plymouth Partnership (FPP)	April 2011 - 14 ACHIEVED 2011 March 2013 - 14
Raise profile of the Food Plymouth Partnership and its aims	100 businesses & organizations signed up to Plymouth Food Charter from across city Funding secured for delivery of this action plan	Food Plymouth Partnership (FPP)	March 2013
Capture learning and best practice from the programme and disseminate to relevant individuals and organisations throughout the UK interested in developing their own sustainable food initiatives	Hold national conference and publish detailed project report to celebrate project success, share learning and best practice	Food Plymouth Partnership (FPP)	March 2014
Research and mapping to increase understanding of a 'Sustainable Food City', research and disseminate relevant policy and research documents to support this	Create a bibliography of relevant policy and research documents link through Food Plymouth website www.foodplymouth.org Food Plymouth mapping and directory – as part of existing Tamar Grow Local (TGL) website	Food Plymouth Partnership (FPP)	March 2013 September 2012

FOOD PLYMOUTH
ACTION PLAN 2011-14

foodplymouth.org | twitter.com/foodplymouth



THE PLYMOUTH Food Charter



Good food is vital to the quality of people's lives in Plymouth. By promoting healthy and sustainable food as part of a thriving food economy, the Plymouth Food Charter aims to improve health and wellbeing for all and to create a more connected, resilient and sustainable City. Signatories to the Charter - which include public, private and community partners - are committed to promoting the pleasure and importance of good food to help create a vibrant and diverse food culture. We will work together to increase both the demand and supply of delicious and affordable, fresh, seasonal, local and organic food throughout Plymouth in order to achieve:

A thriving local economy

- 1 Encouraging a greater number and diversity of food enterprises and jobs, making the most of Plymouth's rich land and sea resources.
- 2 Sourcing healthy and sustainable food from local producers and suppliers, keeping value within the local economy.

Health and wellbeing for all

- 3 Raising awareness of the importance of a nutritious, balanced diet and improving the availability of affordable healthy food.
- 4 Providing a wide range of community growing and other food-related activities to improve physical and mental health for people of all ages.

Resilient, close-knit communities

- 5 Promoting and celebrating the food and culinary traditions of all cultures through a variety of public events, such as Plymouth's Flavourfest.
- 6 Supporting local and city-wide food initiatives that bring communities together and help them to improve their neighbourhoods.

Life long learning & skills

- 7 Giving everyone the opportunity to learn about good food - how to grow it, how to cook it, how to eat it and how to enjoy it.
- 8 Inspiring and enabling organisations such as schools, hospitals, businesses and other caterers to transform their food culture.

A reduced eco-footprint

- 9 Supporting food production that protects wildlife and nature; reducing food miles, packaging and waste; and increasing composting and recycling.
- 10 Maximising the use of greenspace and brownfield sites in and around Plymouth to produce food for local people.

Food Charters?

A few pioneering cities around the world have realised that food can be one of the most powerful drivers of positive social, economic and environmental change. They are promoting healthy and sustainable food as a key part of their efforts to improve people's lives whilst also protecting the planet.

Some cities have adopted a food charter to enable partnerships of public, private and community organisations to describe how they will work together to use healthy and sustainable food as a vehicle for driving positive change and to provide a focal point around which these partnerships can grow over time.

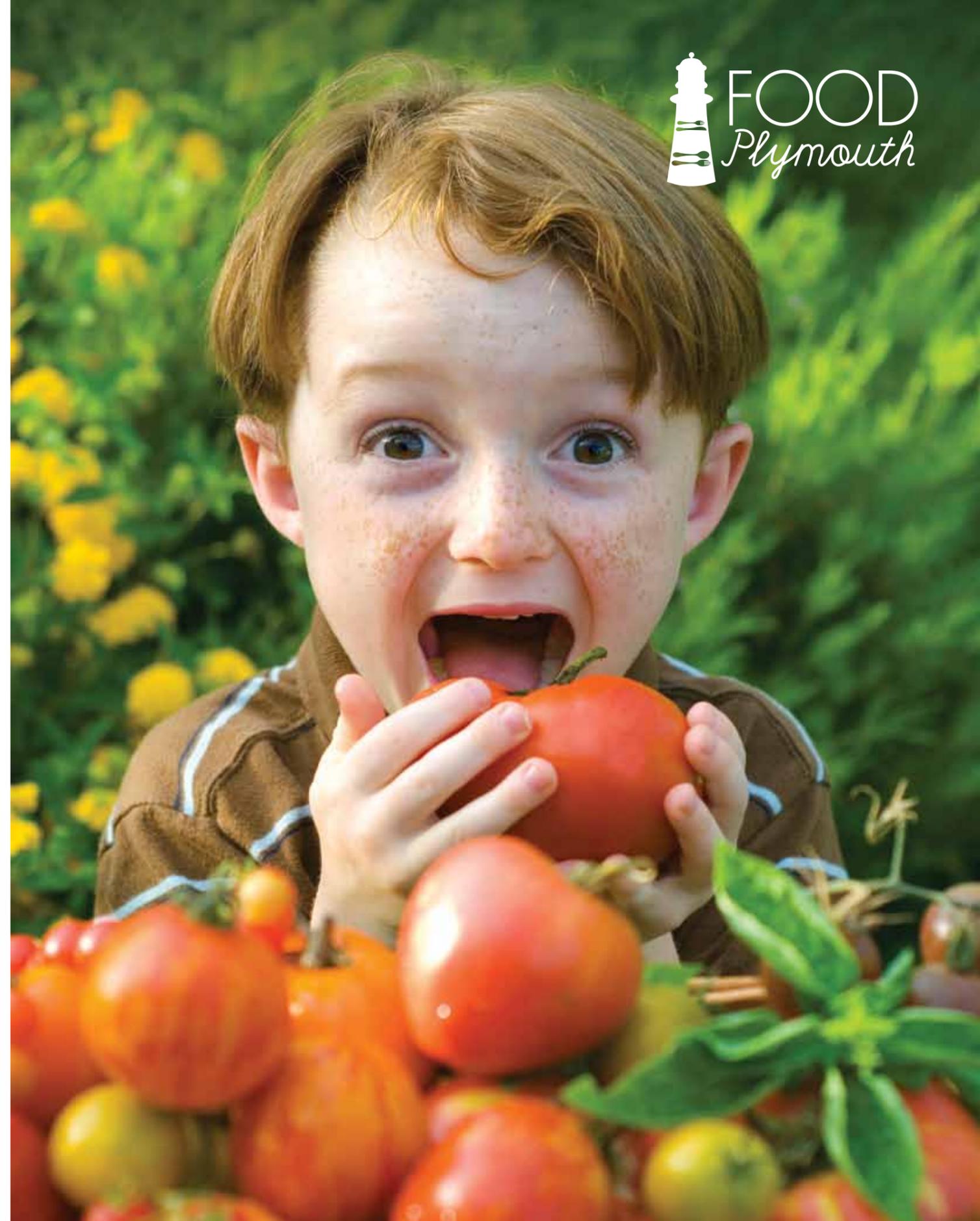
In Plymouth, partners to the Food Charter are developing an Action Plan to achieve its aims. The success of the Charter and the Action Plan will depend on the pro-active support of individuals and institutions across the City. We want as many people and organisations as possible to endorse the Charter and to work with us on making Plymouth a truly sustainable food city.

Get involved

If you would like to support the Plymouth Food Charter just follow these three easy steps:

1. Sign and display this Charter in your organisation.
2. Make a commitment to do one new thing this year which will support the ten aims.
3. Sign up online to register your commitment.

Contact Traci Lewis at info@foodplymouth.org or visit www.foodplymouth.org



Sign up to the Plymouth Food Charter at foodplymouth.org



Action Plan 2011-14