

A Baseline Report for Bristol Food Policy Council

What do we know about the state of good food in Bristol?

December 2014

**Produced by the Communications Sub-group of the
Food Policy Council**

Authors: Beth Webb, Beth Bennett-Britton & Claire Lowman

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Glossary

Allotment dating from the sixteenth century meaning plot of land for food growing. Allotments originated to compensate tenant farmers for loss of common land from enclosures. A full size allotment plot in England and Wales is a '10 pole plot', equivalent to 300 square yards, 250 square metres, or one sixteenth of an acre.

Body Mass Index is a measure of relative size based on a person's height and mass. It can be used to determine whether someone is underweight, overweight or has a healthy weight. It is calculated by dividing weight in kilograms by the square of height in metres.

Box schemes are a means of linking customers directly with food producers, to their mutual benefit. Boxes with a variety of fruit & vegetables are delivered regularly, usually weekly, to drop off points in the city or in some schemes directly to individual homes.

Bristol City Region the region around Bristol that includes the four unitary authorities of Bath & North East Somerset, Bristol, North Somerset and South Gloucestershire.

Bristol Food Network a growing network of interested individuals, groups and organisations in Bristol. They subscribe (and contribute) to the bimonthly food newsletter 'local food update' and a core group meets regularly and arranges hosting of briefings, discussions etc.

Bristol Food Policy Council brings together stakeholders from diverse food-related sectors to examine how the food system is operating and to develop recommendations on how to improve it. The rationale for establishing the Food Policy Council is to create a high-level strategic grouping combining the different elements of the food system (including production, processing, distribution, retail, catering, consumption and waste disposal) with the common objective of achieving a healthier, more sustainable and resilient food system.

Carbon footprint is a measure of the carbon dioxide (or equivalent) greenhouse gas emissions associated with the production, distribution, processing, and storage for goods or services. For example, the carbon footprint of a pound of tomatoes will vary according to whether it is grown in fossil fuel heated greenhouses, how it is irrigated, and how it is preserved and transported.

Co-operative a group of people acting together to meet their mutual needs. Worker owned co-operatives are a business model where the workforce own the business, make decisions collectively and share profits. The nature and function of co-operatives can vary considerably.

Fairtrade the Fairtrade mark is an independent consumer label which appears on UK products as a guarantee that they have been certified against internationally agreed standards relating to working conditions, local sustainability and fair terms of trade.

Food for Life is a network of schools and communities across England committed to transforming food culture. The aim of the partnership is to reach out through schools to give community's access to seasonal local and organics food, and to the skills needed to cook and grow fresh.

Good Food fresh, seasonal, local, organic and fairly traded food that is tasty, healthy, affordable and accessible.

Green Capital Food Action Group a supportive group for food related projects that have received green capital funding which meets regularly for advice, sharing of ideas and discussions on food matters.

Hectare an area comprising 10,000 square metres. There are 2.7 acres in a hectare, and 4,047 square metres or 4,840 square yards in an acre.

Local Authority Public Food Register a register held by the local authority Public Health Services Food Safety division, of all businesses that handle food, for the purpose of enabling inspections and maintenance of food safety standards for the benefit of the public.

National Child Measurement Programme measures the weight and height of children in reception class (aged 4 to 5 years) and year 6 (aged 10 to 11 years) to assess weight and obesity levels within primary schools.

Obesity means excess body weight caused by an imbalance between calorie intake and calorie output, which results in significant adverse effects on health. A body mass index (BMI) of over 30 is classified as obese.

Organic certification involves a set of legally recognised standards for farming and growing that ensures maintenance of natural soil fertility, encouraged natural predators to control pests, ensures animal welfare, limits the use of chemical inputs and prohibits use of genetically modified produce. Standards vary between different countries. There are a number of certification agencies, of which the Soil Association is amongst the best known in England.

Quality of Life in Bristol Survey an annual survey of households in Bristol asking residents about different aspects of life in Bristol. The results are used by the council, health service and other public sector partners to help plan local services, track change and improve the quality of life in Bristol. The survey is the Council's main tool for providing neighbourhood level statistics and public perception information - this long running survey also allows people to see how things are changing over time.

Resilience is the capacity to cope with and recover from adversity.

Seasonal Food eating seasonally is one component of sustainable food systems. It means that highly perishable foods can be produced at the times of year that are most efficient, rather than requiring heated green houses, refrigerated storage, air freight etc.

Small Holding a piece of land under 50 acres but larger than an allotment, used for food growing and animal husbandry.

Sustainability is the capacity to endure.

Sustainable Development has been defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

[Source: Who Feeds Bristol, 2011]

1. Summary

In 2013 the Good Food Plan for Bristol was launched. This sets out 8 themes for changing the food system. The Bristol Food Policy Council, established in 2011, needs to measure progress towards achieving this change. The Food Policy Council Communication Subgroup was therefore asked to assemble all available baseline information that could provide potential measures and indicators to monitor progress towards the aims set out in the Good Food Plan for Bristol.

Key headlines that have been highlighted in this report about the current food system are:

- There are over five times more fast food outlets than fresh food outlets in the city
- Almost one fifth of children leaving primary school in Bristol are obese
- 16% of households in Bristol suffer from income deprivation and so are at risk of experiencing food poverty
- There are 180 shops owned by specialist retailers in the city
- There are 45 community based growing projects which between them cultivate 296,570m² of land within the city
- 23,620 Food for Life Catering meals are served each day in Bristol
- 39 schools and 106 businesses in Bristol have made Fairtrade pledges.

We recommend that the Bristol Food Policy Council and the Green Capital Food Action Group work with others to monitor, develop and use measures and indicators of the state of Good Food in Bristol in order to chart progress with achieving the aims of the Good Food Plan for Bristol.

2. Background

Why have we produced this report?

To give a snapshot of the current food system in the city of Bristol using current data. The Food Policy Council can then decide on the best way measure progress towards the Good Food Plan for Bristol in the future.

Who is this report for?

Anyone and everyone with an interest in food and who wants to understand and make a difference to a more sustainable and resilient food system for the city.

How will it be used?

- The Green Capital Action group can develop and use the measures in assessing progress during 2015 and going forward.
- Bristol City Council can develop and use the measures for performance targets.
- The Food Policy Council can develop and use the measures as a way of monitoring annual progress towards the Good Food objectives.
- The Food Policy Council can use the report to identify gaps in the data we collect and consider ways to start collecting new data.

3. Method

We have tried to capture the most up-to-date, best available data for each of the indicators measured. As this report is intended to be repeated, we also want the data to be easily accessible and routinely collected. These data have been collected from a wealth of sources. Sources include Government bodies such as Public Health England who collect some data routinely, experts in the field, other organisations such as the Soil Association and data collected routinely by Bristol City Council such as the Local Authority Public Food Register.

There are some cases where the information required for an indicator would necessitate more time and resources than is within our capacity, such as hectares of land available for food production. In these instances we have taken data from the “Who Feeds Bristol” report that was written in 2010.

The source of all the data provided in this report is recorded in appendix 2.

4. Available Indicators

**Transform
Bristol's
food culture**

To encourage people to cook from scratch, grow their own food, and eat fresher, seasonal, local, organically grown food.

“Culture” is not something that can be easily measured directly. The indicators we have found are mainly related to health, and to eating and cooking practices, emphasising that changing our food culture must happen with our daily interactions with food.

Breastfeeding

Breastfeeding is the best way to feed a baby as it provides the optimum nutrients for growth and brain development in the first few months of life. Therefore, it is an important area of focus for any city aiming for a healthier food system. Bristol became the first 'baby friendly' city in England and Wales in March 2010. This means that all maternity, health visiting and peer support staff as well as many Children Centre workers are trained to support mothers with the UNICEF UK Baby Friendly Initiative best practice standards for breast and bottle feeding. Staff receive regular updates and services are audited every year. All services also have an external reassessment of standards.

79.0% of mothers in Bristol initiate breastfeeding (2011)

58.6% of mothers are still breastfeeding at the 6-8 week check (2011)

There are 14 breastfeeding support groups throughout the city

Since the start of the project, breastfeeding rates in Bristol have risen and more mothers are breastfeeding for longer. In 2010, the national average for initiating breastfeeding was 83%, however three months on only 17% of babies were being exclusively breastfed. In Bristol midwives and health visitors collect routine data. In 2011, 79.20% of mothers in Bristol were initiating breastfeeding and 58.60% were breastfeeding at the 6-8 week check.

There are 14 breastfeeding support groups throughout the city providing on-going breastfeeding support to mothers. They may be attended by peer supporters, breastfeeding counsellors, children's centre staff or NHS staff from midwifery or health visiting teams. A peer supporter is a mother who has breastfed her baby and has undertaken a short course in breastfeeding. She can provide you with extra support, information and help before and after a baby is born.

Healthy Schools

The 'Bristol Mayor's Award for Excellence as a Health Improving School' has been developed to support pupils to lead healthier, fulfilled lives and to recognise schools that consistently demonstrate high standards in helping pupils improve their health and wellbeing. In relation to food, the children learn about good food and experience how to grow and cook food. Results from the schools show an increase in eating fruit and vegetables, an increase in those having school dinners and a reduction in crisps and chocolate in packed lunches.

45 organisations in Bristol have received a school gardening award

93 organisations have been involved with Bristol in Bloom Projects

The School Gardening Award is run by Healthy Schools and has five levels that can be awarded to organisations depending on the extent of their gardening practices, with level 5 being the highest level of achievement. There are 45 organisations in Bristol which have received a School Gardening Award:

- Nine organisations have been awarded level 1
- Twenty-seven have been awarded level 2
- Five have been awarded level 3
- Two have been awarded level 4
- Two have been awarded level 5

It is not only schools that can apply for these awards, private nurseries, brownie groups and home schools are examples of organisation that can also apply.

Bristol in Bloom is an initiative to raise awareness and maximise the opportunities for improving the environment and to educate people on how to grow flowers, fruit and vegetables to bring colour to the city. Schools, nurseries and Brownie groups are among the 93 organisations that have been involved in Bristol in Bloom projects since 2005.

Obesity

Obesity is well recognised as one of the major challenges facing our health system now and in the future. The current epidemic is in part due to the rapid change in our food culture, from one where we predominantly cook from scratch using fresh ingredients to one in which pre-made processed foods which are high in fat, salt and sugar dominate. Therefore measuring trends in the levels of obesity can help to indicate the impact of changes in our food system.

9.3% of reception children in Bristol are obese

19.3% of year 6 children in Bristol are obese

Childhood obesity has been included in this report as the National Child Measurement Programme (NCMP) collects these data annually. In addition, childhood obesity has a negative impact on rest of life so intervention at this age will have greatest impact on health outcomes. The NCMP measures the weight and height of children in reception class (aged 4 to 5 years) and year 6 (aged 10 to 11 years) to assess overweight children and obese levels within primary schools. The data can be used at a national level to support local public health initiatives and inform the local planning and delivery of services for children.

The NCMP data for Bristol showed that in 2013/14 9.3% of children in reception children in Bristol were obese (compare to 9.5% nationally) and 19.3% of year 6 children were obese (compared to 19.1% nationally).

Cooking from Scratch and Healthy Food Choices

Cooking from scratch can help to promote a healthier diet as it reduces exposure to the hidden high levels of salt, fat and sugar in conventional pre-cooked meals and take aways. The move away from convenience food also gives the consumer the purchase power to use locally sourced food and support independent retailers. Waste is also reduced as processed, pre-made foods have lots of packaging and their production is more carbon intensive.

The Quality of Life in Bristol survey is conducted annually by Bristol City Council and includes questions on residents' lifestyle choices. The 2013 survey revealed the following statistics about Bristol residents who took part in the survey:

- 60.4% of respondents say that they ate food grown by themselves or by people that they know
- 95% of respondents cook at home using fresh and raw ingredients
- 86% of respondents eat home cooked meals 4 time per week
- 43.1% of respondents chose locally produced food to tackle climate change
- 43.5% of respondents changed their eating habits to be more green/ tackle climate change
- 36.2% of respondents have eaten less meat and or dairy products to tackle climate change
- 52.6% of respondents eat 5 portions of fruit or vegetables per day

Food poverty

Food poverty is the inability to afford, or to have access to, food to make up a healthy diet. It is about quality of food as well as quantity.

A low income is strongly associated with a less balanced diet. Nutrient rich food costs more per calorie than foods that are high in calories and low in nutrients. Over time the gap in cost of these foods has increased, making the relative price of healthy foods higher than unhealthy alternatives.

There are also many social and physical factors that influence food poverty. Lack of access to the necessary finance, coupled with inadequate physical resources and inadequate skills

and social networks are central to creating food poverty. Diets become more unbalanced with decreasing socio-economic status. Therefore, those at greatest risk of food poverty include children, elderly people (especially those living alone), members of the traveller community, people who are homeless and refugees.

Due to the complexity of factors that contribute to food poverty, there is no single method for accurately measuring the extent of food poverty in a population. Instead, pseudo indicators can be used to determine the number of people who are at risk of food poverty. These indicators include the number of people receiving state benefits, income deprivation, and the proportion of residents eating fruit and vegetables, use of emergency support such as food banks and soup kitchens and free school meal uptake.

Statistics on pseudo indicators:

- 16% of Bristol's population suffer from income deprivation
- 25.65% of Bristol's children live in poverty
- There are 19,510 children living in households receiving out of work benefits
- In 2011/2012 there were at least 2,600 people supported by food banks and other forms of emergency support in the charity sector. In 2012/2013 this number rose to at least 7,600 and figures collected in the first quarter of 2013/2014 indicate that as many as 13,000 people could be supported in the Bristol area
- In 2011 27% of the city's children enrolled at schools were entitled to free school meals.

At present the number of people making use of emergency food are estimates as there are many organisations across Bristol that provide food aid and the demand for them fluctuates from month to month. There may be a more accurate method of collecting the data that could be used in future reports which would give a more representative picture of food poverty in the city than these surrogate measures.

Malnutrition

Deciding on an indicator to measure levels of malnutrition is difficult as it can be a symptom of a variety of chronic diseases. This report will use the prevalence of underweight children in Bristol (those with a BMI less than 18.5) as a proxy indicator of malnutrition. These data is recorded by the National Child Measurement Programme. In Bristol 0.97% of reception children in Bristol have a BMI under 18.5 (compared to 0.88% nationally), and 1.04% of year 6 children have a BMI under 18.5 (compared to 1.33% nationally).

0.97% of reception children in Bristol are underweight

1.04% of year 6 children in Bristol are underweight

In the future it would be preferable to measure micronutrient deficiency as those with a healthy weight and people who are obese can be deficient in vital micronutrients as well as those who are underweight. Therefore this may better reflect the consequences of the current food landscape.



**Safeguard
diversity of
food retail**

To champion the use of local, independent food shops and traders to help keep our high streets vibrant and diverse

The city should have fresh, seasonal, local and regional, organic and fairly traded food staples at affordable prices in all local shopping centres. Buying from local, independent food shops and traders can make a significant contribution to Bristol's economy. The indicators in this section examine the availability of fresh produce in the city and in each ward.

Independent food retailers

Independent food retailers are an essential part of a sustainable food system. They have the flexibility to source from local producers as well as providing consumers with the purchase power to support the local economy. In recent decades the UK has seen a reduction in independent retailers due to the expansion of supermarkets. Therefore it is important to monitor the number of these retailers in order to maintain the diversity of the high streets.

There are 180 shops owned by 140 specialist independent retailers

Specialist independent retailers account for 17% of the city's food retailers and totals 180 shops owned by 140 businesses. These shops can be broken down under the following categories:

- 70 bakery shops
- 10 fishmonger shops
- 40 butcher shops selling fresh meat
- 35 greengrocer shops
- 25 delicatessens

These figures were presented in the "Who Feeds Bristol" report that extracted the data from the 2010 public food register. Due to the dynamic nature of the retail sector it is likely that these numbers have changed over the last five years and so may need to be reviewed for future reports.

Number and concentration supermarkets in Bristol City

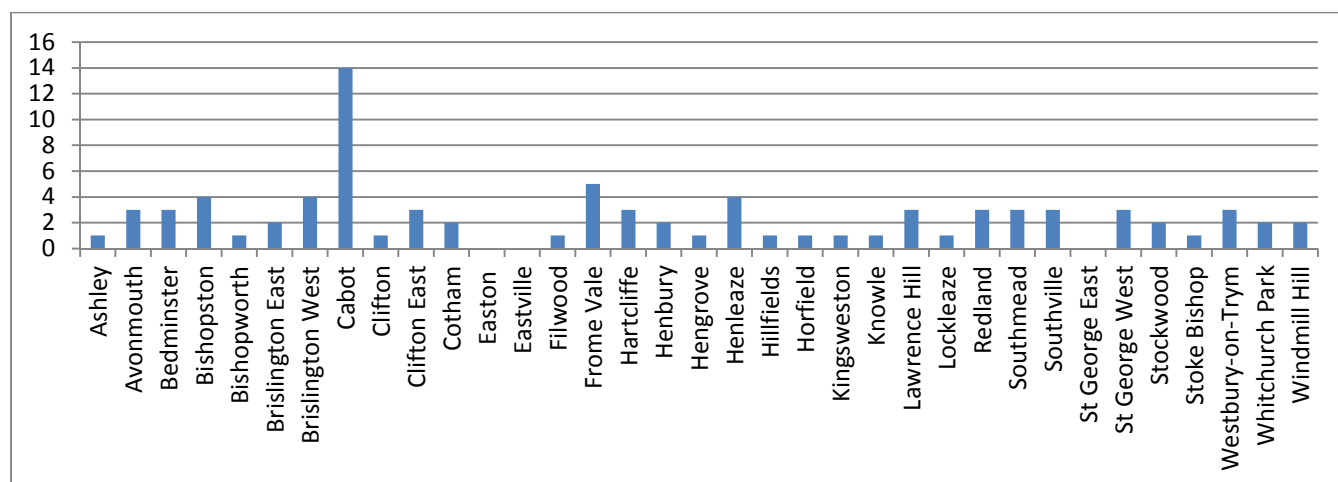
There is some controversy over the merits of the rapid expansion of supermarkets in recent years. Some claim that they have made shopping more convenient and have made fresh, healthy foods more accessible and affordable; while others argue that they have out competed independent retailers, reducing the diversity of the high street and have

There are 84 supermarkets in the city of Bristol

contributed to the cultural shift to increased consumption of pre-prepared foods and unhealthy snacks.

The distribution of supermarkets across wards of the city gives an idea as to the accessibility of fresh foods and helps to identify food deserts (areas where residents are not within walking distance of fresh food).

There are 84 supermarkets in Bristol city according to the local authority public food register. This number includes all the stores of the following chains: Tesco, Morrison’s, Asda, Sainsbury’s, Marks and Spencer’s, The Co-operative, Lidl, Aldi and Waitrose. The bar chart below shows the number of supermarkets located in each ward of the city:



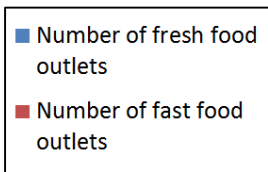
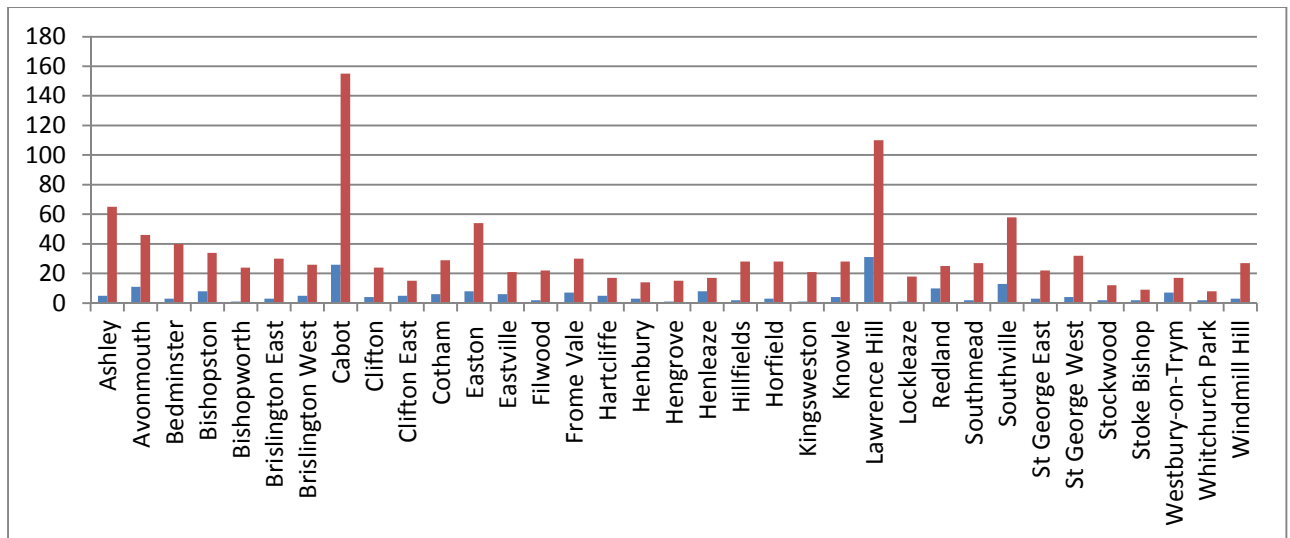
Availability of fresh food outlets and fast food outlets

It is important for a sustainable food city to ensure that there is equitable access to fresh, healthy food in all parts of the city. Therefore, in this section the number of fresh food outlets and fast food outlets has been collected on a ward-by-ward basis. A fresh food outlet has been defined as any shop where raw ingredients can be purchased. These data were collected from the local authority public food register. Businesses that have registered their usage under the following categories have been included: butcher, fishmonger, greengrocer, health foods, meat and meat products and supermarkets.

There are 208 fresh food outlets and 1,152 fast food outlets in the city of Bristol

Retailers are classed as fast food outlets if they have registered under the following categories on the local authority public food register: baker, confectioner, delicatessen, fish and chips (takeaway), grocer, ice-cream, newsagent, petrol station, sandwich shop, sweetshop, and takeaway.

There are 208 fresh food outlets in the city and 1152 fast food outlets. The bar chart below shows the distribution of these outlets across the city’s wards:



Source: Local authority public food register 2014



To promote the use of good quality land in and around Bristol for food production

The best and most suitable quality food growing land needs to be protected and made available for food production in order for the city region to be more food resilient in the future.

Hectares of land used for food production in the west of England

The amount of land available for agriculture in the West of England gives insight into the capacity for local food production. This area can be viewed as a bioregion covering a 50-mile radius of the city.

There are 860,928 hectares of farmland in the West of England and of this area 822,663ha is used for food production

The total area of farmland in the West of England is 860,928 hectares that includes 1,438 hectares within the Bristol administrative area. Of this total area however, 822,663ha (95.6%) is used for food production. Below is a breakdown of how this land is used:

- Under crops or bare fallow: 297,544ha
- Under temporary grass: 86,057ha

- Permanent pasture: 389,047ha
- Rough grazing: 38,959ha
- Woodland and other including tracks and buildings 35,424ha

Increase
urban food
production
and
distribution

Grow and distribute Bristol grown fruit and vegetables to restaurants, cafes, markets and households

Even though there is a perception that cities are congested and built up with limited green spaces, there are in fact plenty of potential growing spaces. As well as providing nutritious food in the heart of the city, urban growing can help people connect their food system in a way that benefits their health and wellbeing and brings the community together.

Community growing schemes

In addition to the area of farmland in the West of England, there are a number of growing spaces within the city of Bristol. Many community groups within Bristol utilise this space and have regenerated previously derelict sites to create a rich network of urban produce. They also provide an opportunity for members of the community to reconnect with food in a way that increases their health and wellbeing.

There are 45 community based growing projects that between them cultivate 296,570m² of land within the city

There are currently 45 active community based growing projects and they cultivate 296,570m² of land within the city. Appendix 3 shows how much land each of these community projects cultivates.

Allotments

Allotments are spaces within the city that individuals or groups can rent from Bristol City Council and cultivate. The numbers of allotments in use can be used to indicate the amount of land that is being used to produce food privately.

Bristol City Council owns 6,168 allotment plots - roughly 3,976ha in total

Bristol City Council owns 6,168 allotment plots that average 250 square metres each (this roughly equates to 3,976 hectares in total). Of these plots, 5,776 (roughly 3763.3 hectares) are currently let and in use.



To minimise food waste by encouraging composting and the redistribution of good food that would otherwise be wasted

It is estimated that 40% of food produced in the UK is wasted along the supply chain. Therefore, food waste is a key issue for any sustainable city, not only because of the financial impacts but also in because of the amount of energy and carbon that is wasted. It is important for food waste collection to be accurately measured and monitored in order to assess the impact of efforts to educate the public and retail sector on food waste.

Amount of food waste recycled

The table below displays the amount of domestic food waste recycled in Bristol compared to other forms of domestic waste over the last two years:

Indicator	2012/13	2013/14	Trend
Tonnes of waste sent to landfill	52,914.92	41,599.51	↓
Tonnes of food waste recycled	10,555.39	10,487.62	↓
Tonnes of dry waste recycled	51,845.52	53,701.30	↑
Tonnes of compostable waste	25,566.75	29,506.68	↑

There is uncertainty as to whether a reduction in domestic food waste recycled is a positive or negative finding. It may have reduced because people are becoming more aware of how much food is wasted and may have changed their cooking behaviour to be less wasteful.

It has been well documented that much if the food that is thrown away by the retail sector is still suitable for human consumption. Charities such as Fareshare have started to capture this waste food and recirculate it. Future reports could include an indicator on how much waste food that is still fit for consumption is redistributed.



To retain and strengthen city links with local wholesale markets, and nearby abattoirs, dairies and farms

For the ‘good food’ to flow to all corners of the city we need efficient and effective processes, distribution and storage networks and facilities. Therefore, for this baseline report we have collected data on the key infrastructures already in place in the region.

Key infrastructures within Bristol city region

In order for local produce to reach all parts of the city there must be an efficient and effective infrastructure. Key infrastructures in the food system include facilities such as food distribution centres, cold stores, wholesalers, food manufactures, farms and abattoirs. The table below shows the number of these facilities across each of the administrative areas that make up the Bristol city region:

Category	Bristol	South Glous	B&NES	North Somerset	Total
Food distribution/ distribution centres/cold stores/wholesalers	90	26	24	20	160
Food manufacturers	27	29	13	5	74
Farms/city farms	6	13	4	13	36
Abattoir and cutting facilities	9	3	5	3	20

**Increase
market
opportunities
for local and
regional
producers**

Increase procurement of regional staples, and establish more markets for local producers

Fruit and Vegetable box schemes

Fruit and Vegetable box schemes are a home delivery system that delivers fresh and seasonal produce to the doorstep and are commonly organic. Box schemes in Bristol vary in their scale for example, Riverford and Able and Cole are national schemes that source produce from the UK (not necessarily from the “local” region) and from Europe in the winter and early spring; whereas Leigh Court is a smaller local operation. In recent years there has been an increase in the number of local providers of fruit and vegetable boxes. These boxes are a key way in which local suppliers can expand their market opportunities and link with customers who desire local organic produce.

An estimated 4,880 fruit and vegetable boxes are delivered each week in Bristol

The estimated number of organic boxes sold per week in Bristol is 4,880 however, not all suppliers provided information on number of boxes so the true number of boxes is likely to be much higher. In addition these data were collected in 2010 and new companies have begun producing and delivering organic fruit and vegetable boxes to the city. A separate survey that contacts these companies directly is required to give a more accurate picture for future reports.

Food for life catering mark

The food for life catering mark is an endorsement scheme developed by the soil association for food providers who are improving the quality and sustainability of the food they provide. Any food provider making meals outside the home can apply for the award. This includes restaurants, hospitals, universities, schools and canteens. Gold, silver and bronze awards are available depending on the extent that providers are going to serve fresh food free from harmful additives, trans-fats and which is sustainable and promotes animal welfare.

4 schools and 11 businesses have received Food for Life Awards

Around 23,620 Food for Life Catering meals are served each day in Bristol

Four schools in Bristol have received Food for Life Partnership awards. Three have been awarded bronze and one has been awarded silver.

Eleven businesses in Bristol hold the Food for life Catering Mark awards. Three have the bronze award and eight have at least silver. Below is an estimate of how many Catering Mark awarded meals are served across the city:

- Schools
 - Primary – 114 schools serving 12,000 silver CM meals daily (term time)
 - Academies – 11 academies at both bronze and silver, serving around 2000 CM meals daily (term time)
 - There are currently no secondary schools covered by CM.
- Early Years/Nursery:
 - 49 sites at both Silver and Gold serving around 1800 CM meals daily (term time)
- Hospitals and Care Homes
 - 2 sites at Silver and Bronze serving around 1950 CM meals daily
- Restaurants/Café/Visitor attraction/Venues
 - There are 4 licenses in Bristol at all award levels (Bronze, Silver, Gold), covering 19 sites and serving around 480 CM meals daily (on operational business days)

In total, it is estimated that 23,623 Food for Life Catering Mark meals are served daily across Bristol; 2100 are bronze level; 21,143 are silver; and 380 are Gold.

Sustainable restaurant association

The Sustainable Restaurant Association (SRA) is a not for profit membership organisation that helps restaurants become more sustainable and helps diners find restaurants that share their sustainability concerns. They have an independently verified sustainability rating system that awards one, two or three stars depending on the extent of a restaurant's sustainable practices. The rating system considers 14 key focus areas under the categories of Society, Environment and Sourcing:

48 restaurants in Bristol have been awarded at least 1 star by the Sustainable Restaurant Association

- Society: Community engagement, treating people fairly, healthy eating, responsible marketing
- Environment: water saving, workplace resources, supply chain, waste management, energy efficiency
- Sourcing: environmentally positive farming, local and seasonal, sustainable fish, ethical meat and dairy, fair-trade.

The SRA website has a search tool which diners can use to locate sustainable restaurants in their area and how many sustainability stars these restaurants have achieved. A search of Bristol has 48 restaurants that have been awarded at least one star.

Fish2Fork

Fish2fork was established against a background of failing fisheries management and declining global fish stocks. The organisation has developed a rating system to inform customers about the efforts that restaurants are making to serve sustainable seafood. Restaurants can be scored for the sustainability of fish on their menu and sourcing policies by completing a questionnaire on the Fish2fork website. When rating restaurants, fish2fork use various guidelines available online such as the Good Fish Guide produced by the Marine Conservation Society, to determine whether fish being served are an endangered species or from stocks known to be in decline. Restaurants are also scored on how transparent they are when giving information to the public about the sourcing of the seafood they serve. If restaurants refuse to complete the questionnaire, Fish2fork then rate the restaurant according to the information available on the restaurants website.

13 restaurants in Bristol have been assessed by Fish2Fork

Those restaurants that are making positive steps can score one to five on the blue fish scale, whereas those who are having a negative impact are scored one to five on the red fish scale. For example a restaurant that is making every effort to ensure it serves seafood from well managed and certified fisheries, and provides the public with good information that it is doing so will score 5 blue fish. However, a restaurant that scores 5 red fishes appears to be

servicing one or more endangered species without indicating whether or not they are from sustainably managed sources.

In Bristol, thirteen restaurants have been assessed. Of these restaurants, four have achieved 4 out of 5 blue fish, two restaurants that have scored 3.5 blue fish, one restaurant that has scored 2 out of 5 blue fish and four restaurants that have scored 0.5 out of 5 red fish.

Fairtrade

Fair-trade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices (which must never fall lower than the market price), Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives.

39 schools and 106 businesses have made Fairtrade pledges

The UK is one of the world's leading Fairtrade markets, with more products and more awareness of Fairtrade than anywhere else. Almost one in three bananas sold in the UK is Fairtrade. [Fairtrade sales in 2012 were £1.57bn.](#) [Source: Fairtrade Foundation]

Although Fairtrade has not been outlined specifically in the Good Food plan for Bristol, it remains an important indicator for a sustainable city. A city will always be dependent on overseas producers for products that cannot be produced in the UK at all times of the year. So while we seek to support our own community enterprises, it is essential to extend this responsibility to communities beyond our region who are at risk of being exploited and endangered in their areas of work, and also improve the sustainability of these communities.

The number of schools and businesses in Bristol that have made a Fairtrade pledge will be used as an indicator of Bristol's fair-trade practice. By making a pledge the organisation is making a commitment to increase the availability and use of fair-trade products within their organisation and to promote fair-trade to its employees, students and the general public.

In Bristol 39 schools have made Fairtrade pledges, 27 are primary, 12 are secondary and only 1 of these is private - Clifton College.

Of the 106 businesses in Bristol that have made Fairtrade pledges, 21 are shops, 34 are catering or suppliers, 43 are private businesses, 3 are voluntary agencies, 3 are public sector organisations and 2 are Universities.

Support
community
food
enterprise
models

To promote community-led food trade such as co-operatives, buying groups, Community Supported Agriculture and pop-up shops

Bristol Pound

The Bristol Pound was established in 2012 as the UK's first citywide currency. It is a complimentary currency where one Bristol Pound equates to £1 sterling. The aim is to promote local independent retailers and strengthen the local economy and helps link local producers with local retailers, promoting a green economy. Bristol Pounds exist in paper and digital form. Since its introduction the number businesses accepting Bristol Pounds has continued to increase. Currently there are 265 businesses that sell food, which accept the Bristol Pound.

There are 265 businesses selling food which accept the Bristol Pound

Currently, the amount of Bristol Pounds spent on food is not routinely collected however, data on food expenditure through Real Economy buying groups will start being gathered in early 2015. These data may be give a better indicator of the growth of community food enterprises so will be worth pursuing in the future.

Recommendations

We recommend that the Bristol Food Policy Council and the Green Capital Food Action Group work with others to monitor, develop and use measures and indicators of the state of Good Food in Bristol in order to chart progress with achieving the aims of the Good Food Plan for Bristol.

Appendix

Appendix 1. Membership of communication sub-group of the Food Policy Council

The communication sub-group consists of Angela Raffle, Joy Carey, Kristin Sponsler, Jane Stevenson, and Sid Sharma, with support from Claire Lowman and Kathy Derrick of Bristol City Council.

Appendix 2. Table of indicators and their sources

Indicator	Baseline Result	Source
Transform Bristol's Food Culture		
Percentage of mothers initiating Breastfeeding	79.0% (2011)	2011 Public Health profile
Percentage of mothers exclusively breastfeeding at the 6-8 week check	58.6% (2011)	2011 Public health profile
Number of breast feeding support groups in Bristol		Nicki Symes, Breastfeeding Coordinator, Bristol City Council
Number of organisations such as schools, nurseries, brownie groups, that have received a School Gardening Award	45 (2014)	Felicity Ross, Database Administrator, Campaign for School Gardening, Royal Horticultural Society
Number of organisations such as schools, nurseries, brownie groups, that have been involved with Bristol In Bloom projects since 2005	93 (2014)	Monica Whyte, Bristol in Bloom Community Association
Percentage of children in reception that are obese	9.3% (2013/14)	National Child measurement Programme 2013/2014, Public Health England
Percentage of children in year 6 that are obese	19.3% (2013/14)	National Child measurement Programme 2013/2014, Public Health England
Percentage of respondents from the Quality of Life in Bristol Survey who say that they ate food grown by themselves or people that they know	60.4% (2013)	QOL survey 2013, Bristol City Council
Percentage of respondents from the Quality of Life in Bristol Survey who cook at home using	95% (2013)	

fresh and raw ingredients		QOL survey 2013, Bristol City Council
Percentage of respondents from ¹ the Quality of Life in Bristol Survey who eat home cooked meals 4 times per week	86% (2013)	QOL survey 2013, Bristol City Council
Percentage of respondents from the Quality of Life in Bristol Survey chose locally produced food to tackle climate change	43.1% (2013)	QOL survey 2013, Bristol City Council
Percentage of respondents from the Quality of Life in Bristol Survey who changed their eating habits to tackle climate change	43.5% (2013)	QOL survey 2013, Bristol City Council
Percentage of respondents from the Quality of Life in Bristol Survey who have eaten less meat and dairy products to tackle climate change	36.2% (2013)	QOL survey 2013, Bristol City Council
Percentage of respondents from the Quality of Life in Bristol Survey who eat 5 portions of fruit and veg each day	52.6% (2013)	QOL survey 2013, Bristol City Council
Percentage of reception children who have a body mass index under 18.5	0.97% (2013/14)	National Child measurement Programme 2013/2014, Public Health England
Percentage of year 6 children who have a body mass index under 18.5	1.04% (2013/14)	National Child measurement Programme 2013/2014, Public Health England
Proxy indicators of food poverty in Bristol	<ul style="list-style-type: none"> • 16% of Bristol's population suffer from income deprivation • 25.65% of Bristol's children live in poverty • There are 19,510 children living in households receiving out of work benefits • In 2011/2012 there were at least 2,600 people supported by food banks and other 	Maslen et al. 2013. Food Poverty: What does the evidence tell us? Bristol City Council.

	<p>forms of emergency support in the charity sector. In 2012/2013 this number rose to at least 7,600 and figures collected in the first quarter of 2013/2014 indicate that as many as 13,000 people could be supported in the Bristol area</p> <ul style="list-style-type: none"> • In 2011 27% of the city's children enrolled at schools were entitled to free school meals. 	
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Safeguard the diversity of food retail

Number of specialist independent retailers in the city	<p>180 shops owned by 140 independent businesses. These shops can be broken down into the following categories:</p> <ul style="list-style-type: none"> • 70 bakery shops • 10 Fishmonger shops • 40 butcher shops selling fresh meat • 35 green grocer shops • 25 delicatessens (2010) 	Joy Carey 2011. Who Feeds Bristol?
Number of super markets in the city	84 (2014)	Local Authority Public Food Register 2014, Bristol City Council
Estimated number of organic boxes sold per week in Bristol	4,880 (2010)	Joy Carey 2011. Who Feeds Bristol
Number of fresh and fast food outlets in Bristol	<p>208 fresh food outlets 1,152 fast food outlets (2014)</p> <p>See baseline report for breakdown by Ward</p>	Local Authority Public Food Register 2014, Bristol City Council

Safeguard land for food production

Hectares of land available for food production in the West of England ²	<p>The total area of farmland is 860,928 hectares that includes 1,438 hectares within the Bristol administrative area. 822,663ha (95.6%) is used for food production. Below is a breakdown of how this land is used:</p> <ul style="list-style-type: none"> • Under crops or bare fallow: 297,544ha • Under temporary grass: 86,057ha • Permanent pasture: 389,047ha • Rough grazing: 38,959ha <p>Woodland and other including tracks and buildings 35,424ha (2010)</p>	Joy Carey 2011. Who Feeds Bristol
Increase Urban Food Production		
Number of active community growing projects and the area of land they cultivate in and around the city	There are 45 active projects and they cultivate 296,570m ² . (2014)	Urban Producers Survey
Number of allotment plots owned by Bristol City Council.	Bristol City Council owns 6,168 allotment plots that average 250 square meters each (this roughly equates to 3975.6 hectares in total). Of these plots, 5,776 (roughly 3763.3 hectares) are currently let and in use. (2014)	Steve Clampin, Allotments Manager, Bristol City Council
Redistribute, recycle & compost food waste		
Tonnes of domestic waste sent to landfill	52,914.92 (2013/14)	Simon Graham, Waste Management, Bristol City Council
Tonnes of domestic food waste recycled	10,555.39 (2013/14)	Simon Graham, Waste Management, Bristol City Council

Tonnes of domestic dry waste recycled	51,845.52 (2013/14)	Simon Graham, Waste Management, Bristol City Council
Tonnes of green/compostable domestic waste collected ³	25,566.75 (2013/14)	Simon Graham, Waste Management, Bristol City Council
Protect key infrastructure for local supplies		
Number of food distribution centres/cold stores and wholesalers in the Region	160 (2010)	Joy Carey 2011. Who Feeds Bristol
Number of food manufacturers in the Regions	74 (2010)	Joy Carey 2011. Who Feeds Bristol
Number of farms/ city farms in the region	36 (2010)	Joy Carey 2011. Who Feeds Bristol
Number of abattoirs and cutting facilities in the region	20 (2010)	Joy Carey 2011. Who Feeds Bristol
Increase market opportunities for local and regional suppliers		
Number of schools and businesses that have been awarded the Food for Life Catering Mark	180 (2014)	Rose Leather, Soil Association
Estimated number of Food for Life Catering Mark meals served in Bristol each day	23,623 (2014)	Katie Stinchcomb, Soil Association
Number of restaurants in Bristol that have been award at least 1 star by the Sustainable Restaurant Association	48 (2014)	www.thesra.org
Number of Restaurants that have been assessed by Fish2Fork	13 have been assessed. Of these restaurants, four have achieved 4 out of 5 blue fish, two restaurants that have scored 3.5 blue fish, one restaurant that has scored 2 out of 5 blue fish and four restaurants that have scored 0.5 out of 5 red fish. (2014)	www.fish2fork.com
Number of schools in Bristol that have made Fairtrade pledges	39- 27 are primary schools, 12 are secondary schools (2014)	Jenny Foster, Bristol and South West Fairtrade Co-ordinator

Number of businesses in Bristol that have made Fairtrade pledges	Of the 106 businesses in Bristol that have made Fairtrade pledges, 21 are shops, 34 are catering or suppliers, 43 are private businesses, 3 are voluntary agencies and 3 are public sector organisations and 2 are Universities.	Jenny Foster, Bristol and South West Fairtrade Co-ordinator
Support community food enterprises		
Number of food businesses that accept the Bristol Pound	265 (2014)	www.bristolpound.org

Appendix 3. Community growing projects and the area of land they cultivate

NAME	SIZE (m²)
ANDY'S HAVEN NURSERY	952
ASYLUM PROJECT	235
BLAISE COMMUNITY GARDEN	6524
BRAMBLE FARM COMMUNITY SMALLHOLDING	9881
BRANDON HILL COMMUNITY ORCHARD	2159
BRANDON HILL HERB GARDEN	121
CASTLE PARK	6
DAME EMILY PARK	7
DAME EMILY PARK	7
DOVE STREET	7
EASTON COMMUNITY ALLOTMENT	803
ECOHOME GARDEN, CREATE CENTER	362
EDIBLE FISHPOND	4
EDIBLE FISHPOND	4
EDIBLE FUTURES	1953
FEDERATION OF CITY FARMS	918
FEED BRISTOL	10831
FISHPOND COMMUNITY ORCHAD	271
GOLDEN HILL COMMUNITY ALLOTMENT	3112
GROW BRISTOL AND SEVERN	46857
HEEAG COMMUNITY MARKET GARDEN	1190
HORFIELD COMMON EDIBLE GARDEN	6
HORFIELD COMMON EDIBLE GARDEN	4
HORFIELD ORGANIC COMMUNITY ORCHARD	2154
J3 GET GROWING GROUP	72
KENSINGTON ROAD COMMUNITY GARDEN	18
LAWRENCE WESTON COMMUNITY FARM	35941
LET'S GROW COMMUNITY ALLOTMENT	2979
MARBOROUGH HILL STREET	2

MATTEW TREE PROJECT	67019
METFORD ROAD COMMUNITY ORCHARD	1562
MILLENIUM SQUARE	45
MILLENIUM SQUARE	45
MILLENIUM SQUARE	40
MILLENIUM SQUARE	40
MILLENIUM SQUARE	38
MILLENIUM TRUST ORCHARD	7902
NEAR SPRINGFIELD ALLOTMENT	3479
NEW'S TODAY	6
NEW'S TODAY	5
NORTH STREET GREEN	3
PART OF TOTTERDOWN SPROUTING	1841
PATCHWORK COMMUNITY GARDEN GROUP	958
PATCHWORK COMMUNITY GARDEN GROUP	30
PERRETT'S PARK EDIBLE GARDEN	44
PERRETT'S PARK EDIBLE GARDEN	38
PLANT @ST AGNES	346
REDLAND GREEN COMMUNITY ORCHARD	667
ROYATE HILL COMMUNITY ALLOTMENT	705
SEVERN PROJECT	14280
SIMS HILL SHARED HARVEST	20193
SOUTHMEAD COMMUNITY FRUIT GARDEN	400
SPRING HILLS	43
ST GEORGE'S PARK COMMUNITY GARDEN	39
ST GEORGE'S PARK COMMUNITY GARDEN	28
ST GEORGE'S PARK COMMUNITY GARDEN	26
ST GEORGE'S PARK COMMUNITY GARDEN	18
ST MATHIAS PARK	5
ST PAUL'S COMMUNITY ALLOTMENT	228
ST WERBURGH'S CITY FARM	4601
ST WERBURGH'S CITY FARM BOILING WELLS ORCHARD	27895
ST WERBURGH'S CITY FARM COMMUNITY GARDEN	4354
STOKE LANE COMMUNITY GARDEN	181
THE ARUP GARDEN	3
THE ARUP GARDEN	3
THE ARUP GARDEN	3
THE BARTON HILL WALLED GARDEN	1435
TRINITY COMMUNITY GARDEN	1910
TYNINGS FIELD COMMUNITY GROUP	4640
UPPER HORFIELD COMMUNITY GARDEN	1011
WOODCROFT COMMUNITY ORCHARD	3083
Total	296570

Appendix 4. Suppliers of Fruit and Vegetable boxes in Bristol

Name	No. of boxes supplied per week	Produce provenance
Better Food Company / The Community Farm	250-300 (aiming for 1000 when farm is CSA)	Most veg from TCF (90% in high season), other veg UK/Europe, fruit worldwide
Leigh Court	300	Most veg & some fruit from LCF, other veg UK/Europe, fruit worldwide
Green Wheel	200 (c300 per fortnight)	As much as possible from farm in Winscombe, or Somerset, then other organic.
Riverford, Bristol	1500-1600	Most (70-80%) from own farm & grower group, most imports from France/Spain
Riverford, B&NES & N Somerset including Chippenham	1850-2000	Most (70-80%) from own farm & grower group, most imports from France/Spain
Riverford, S Glos	[awaiting info]	Most (70-80%) from own farm & grower group, most imports from France/Spain
Box Bush Farm	"Our box numbers and other financial info is not for general consumption"	Most from own and 'local' org farms. "Our produce is local for most of the year but for about 2 to 3 months we have to buy in from either Europe or other parts of the UK "
Somerset Organic Link	About 40 boxes a week, but with the potential to do many more	Local (Somerset, Dorset, Devon, Wilts) July-March. April-June: some imported to cover hungry gap. Majority of contents come from Flaxdrayton Farm, nr South Petherton (managed by SOL)
Somerset Local Food Direct	130(minimum) deliveries inc f&v	Mostly Somerset farms. Some f&v supplied by SOL
The Veg Box (shop)	[awaiting info]	Mostly Farringtons & Better Food Company
JP Organics	[awaiting info]	"we source our produce as close to home as possible"
M & D Kidner Ltd	c300	As local as poss: Farringtons, Leigh Ct, Plowrights, Somerset. Fruit from abroad.
Organique (shop)	7-10 (customers collect from shop)	Kidners (Farringtons etc)
Abel & Cole	[awaiting info]	"Our rule is to buy British whenever possible"