

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD2132

Title: GLA Food Programme 2017-18

Executive Summary:

The Food Team draft budget of £237,000 for 2017/18 was approved on 22nd March 2017. The Food Team will deliver the Food Programme, facilitate the Mayor's London Food Board and develop and implement the Mayor's new London Food Strategy, which will help develop a better food system for all Londoners. The programme continues to build influential relationships to make significant improvements to London's food system.

Decision:

The Mayor approves:

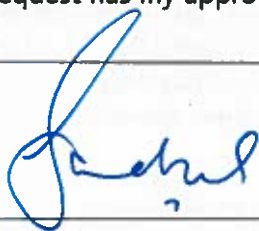
1. The expenditure of up to £237,000 towards the projects and elements of staffing to support delivery of the Food Programme in 2017/18.
2. The receipt of an additional external income through suitable sponsorships and / or partnerships, to be used to enhance the Food Programme, if such additional income is available and forthcoming.

Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision, and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

Signature:



Date:

3/7/17

PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR

Decision required – supporting report

1. Introduction and background

- 1.1 The GLA Food team is responsible for writing and delivering food policy for London. The Food Programme is in line with priorities of the Mayor of London.
- 1.2 The Food team budget was approved on 22nd March 2017 and is made up of Flagship Boroughs £19k and £218k Food staff/general¹. The 2 year Food Flagships programme, match funded by the GLA and DfE, concluded in March 2017 and it was agreed that £19k underspend would be reprofiled.
- 1.3 Food is London's largest employer, with one in four jobs in the capital linked to food. Food manufacturing and processing is London's second-largest manufacturing sector and food contributes nearly £20 billion per year to the London economy.
- 1.4 The GLA Food team will deliver the Food Programme, facilitate the new London Food Board and write the new London Food Strategy. These will all address the Mayor's manifesto commitments to tackle childhood obesity and reduce the reliance of Londoners on food banks.
- 1.5 The London Food Board (a non-statutory advisory board) was established in 2004 to lead on food matters in the capital. The Food Board was reconfigured in March 2017 with members including leading figures from food production, retail, hospitality, healthcare, education, academia and food charities. It advises the Mayor on the delivery of his Food Programme and is supporting and advising the GLA Food team on the development of a new Mayoral London Food Strategy.
- 1.6 The new London Food Strategy will help all Londoners to access good, healthy food, reduce food waste, help good food business to prosper and share the benefits of our diverse food culture across all our communities to keep London as a world leading city for food.
- 1.7 The Food Programme benefits from the leadership shown by the Chair of the London Food Board and the Board's wide ranging and influential membership. The London Food Board adds considerable value to investment on food-related work through thought leadership, network facilitation and leveraging in additional funding.
- 1.8 The Food Programme has a strong track record delivering projects that make a difference in improving London's food system and works to attract external funding and build influential partnerships.

2. Objectives and expected outcomes

- 2.1 The Food Programme in 2017/18 will:
 - Address Mayoral manifesto commitments to reduce childhood obesity and reduce Londoners' reliance on food banks. This will be achieved by supporting Sustain's 'Good Food for London' and 'Beyond the Food Bank' reports, support for ten boroughs to develop Food Poverty Action Plans and working in partnership with the Mayor's Fund for London to address school holiday hunger amongst children from low-income households.
 - Support London to have a food system that offers opportunities for food businesses, for people to be trained to enter employment in the food sector and for food in London to be a positive force for the health, environment and community cohesion of the city.
 - Showcase the excellence of London's food producers through the Urban Food Awards and by promoting careers in the hospitality sector.

¹ NB Salary costs for the two grade 10 Principal Policy Officer roles leading delivery of the Food Programme are not included in the budget but are covered via the Economic & Business Policy Unit staffing budget.

- Support food social enterprises and the role of food businesses in tackling obesity and in regeneration by working on Crowdfund London, the Healthier Catering Commitment and other policy priorities which may emerge.
- Help London to have a network of safer, highly-engaged communities working together through food growing to improve the skills, opportunities and quality of life for residents.
- Facilitate London to continue to be a world-class exponent of urban food policy, using the best of private, public and third sectors to make the food system work better for London's economy, health and environment.
- Build on the success of the imminent Silver award from the Sustainable Food Cities network and strive to attain Gold in the future.
- Consult the London Food Board, its boroughs food group and other internal and external working groups to ensure that the Food Programme's interventions and the new London Food Strategy are fully integrated and reflect the needs of different London population groups.
- Build on previous success to deliver a range of Mayoral priorities on environment, transport, regeneration, health, skills and culture that link into food.
- Continue to work to secure external income from suitable partners, in order to raise additional revenue for Food Programme priorities.

2.2 The table below sets out the main elements of the work programme, overall costs and immediate expenditure related decisions.

Project/staffing	Expected Outcomes and Planned Activity 17/18	Overall cost
Staffing	<ul style="list-style-type: none"> • Chair of London Food Board funded • One fixed term G8 FTE funded (to September 2017) • Travel and expenses for staff <p>The Food Team (two full time staff members plus one member of staff on a fixed term contract until September) will continue to oversee the delivery of the programme with support from teams across the GLA. The Food Programme has synergies with many policy areas and the team has built a strong collaborative approach across EBPU and more broadly across City Hall. The team supports the effective running of the London Food Board which advises the Mayor on food issues through the chair of the Board, Rosie Boycott.</p>	£78,000
London Food Board	<ul style="list-style-type: none"> • Support for all Food Board meetings (full Board and Implementation Groups) • London Food Board events • Support for external initiatives linked to London Food Board (as agreed with Chair) <p>The newly appointed London Food Board will continue to be supported and will be integral in advising the GLA Food Team and London Food Board chair on the development of the upcoming London Food Strategy. The budget for the London Food Board will also cover events involving the Board throughout the year and small scale support for external initiatives supported by the Board.</p>	£1,500
London Food Strategy	<ul style="list-style-type: none"> • New London Food Strategy produced by the GLA Food Team with input from other internal teams, the London Food Board and external partners and organisations. 	£N/A

Good Food for London and Beyond the Food Bank London Food Poverty Profile Reports	<ul style="list-style-type: none"> • Seventh annual 'Good Food for London' report published • Third annual 'Beyond the Food Bank: London Food Poverty' profile published • Coordinating the launch of both reports at an event hosted at City Hall. <p>The Food Programme will continue to be a partner in and part-funder of the annual Good Food for London Report, published by Sustain. In addition, the Food Programme will make a contribution towards the 3rd annual edition of 'Beyond the Food Bank: London Food Poverty Profile'. The first edition was launched at City Hall in October 2015 and highlights how boroughs could work differently on a range of initiatives to help tackle food poverty. Both reports will be launched at an event hosted at City Hall in October 2017.</p>	£5,500
Urban Food Awards	<ul style="list-style-type: none"> • Urban Food Awards application process managed effectively • Urban Food Awards and Feast held in September 2017 • Increase scope and reach of Urban Food Awards whilst keeping within budget. Secure further sponsorship to cover increased cost in future years. <p>The Food Programme will once again profile the excellence of London's small food and drink producers by holding the Urban Food Awards. This year the GLA will partner with Borough Market and Sustain through the provision of grant funding to deliver the awards, and additional sponsorship will be sought from commercial partners.</p>	£8,000
Crowdfund London	<ul style="list-style-type: none"> • At least three healthy high street food projects delivered in partnership with Regeneration team through an innovative crowdfunding model • Aim to increase the number of food businesses and social enterprises supported and embed food in future Mayor's Crowdfunding platform. <p>The Food Programme has partnered with the Mayor's Crowdfund London programme to deliver a specific 'Food and Markets strand'. The Food Team will contribute grant funding and work with projects to ensure that any food businesses applying have a healthy food offer and are located in areas of need. Those projects which score highest via the Mayor's Crowdfund London programme, using the online civic crowdfunding platform Spacehive, will receive Mayoral Pledges in the form of match funding.</p>	£5,000
Healthier Catering Commitment	<ul style="list-style-type: none"> • Support the Chartered Institute of Environmental Health to increase roll out of the programme across London through the development of new resources to promote and publicise the programme. • Progressively challenge the spread of fast food shops and tackle childhood obesity in line with the Mayor's manifesto commitment. <p>The Food Programme will provide grant funding for the development of new branding, promotional materials and resources to support the expansion and reach of the scheme across London. A celebration event will be hosted at City Hall in October 2017 to bring together a range of stakeholders and promote the scheme.</p>	£10,000
Borough Food Poverty Support	<ul style="list-style-type: none"> • Supporting at least ten boroughs to produce action plans to address food poverty. This will enable a strategic approach to help 	£50,000

	<p>increase equality and target intervention to reduce child poverty.</p> <p>More than 2.3 million Londoners live below the poverty line, often just one small crisis away from not being able to afford an adequate diet. Local authorities play a key role in maximising family incomes, minimising the cost of living and ensuring that local services meet the needs of families struggling to make ends meet. However, only four London Boroughs currently have food poverty action plans.</p> <p>This project will grant fund at least ten London Boroughs to produce food poverty action plans to help ensure a coordinated approach to addressing food poverty and access. The Food Team will liaise with an expert at Sustain to support and work with the successful boroughs (who will apply to the GLA) to produce plans.</p>	
School Holiday food provision	<ul style="list-style-type: none"> • Building on a 2016/17 pilot, the GLA will partner with the Mayor's Fund for London to establish and roll out a holiday hunger programme. • This will support 50 clubs offering a healthy meal to address child holiday hunger in the programme's first year alone. <p>Building on a 2016/17 pilot, the GLA Food Team will work in partnership with the Mayor's Fund for London to establish and roll out 'Kitchen Social', a holiday hunger programme that will support 50 clubs offering a healthy meal to children and young people from low income households in the programme's first year. The GLA Food Team will sit on a steering group to develop a Quality Assurance Mark and Evaluation framework for the programme.</p>	£20,000
Capital Growth	<ul style="list-style-type: none"> • Recruitment and processing applications of 75 new members, running a programme of 20 training sessions and events. • Run a wildlife buddy scheme training 10 new buddies and organise 30 buddy site visits, to encourage peer-to-peer support for food growing projects and help spaces to improve biodiversity. • Engage local authorities through Capital Growth measure in Good Food for London report 2017. Undertake an annual monitoring survey and other activities to evaluate impact. <p>The Food Programme will continue to support the delivery of the Capital Growth programme through the provision of grant funding, and activities will focus on expanding the skills, jobs and enterprise elements of the programme.</p> <p>The Food Programme will continue to engage with Sustain – the alliance for better food and farming - in the delivery of Capital Growth.</p>	£20,000
Ad hoc events	<ul style="list-style-type: none"> • Support ad hoc events to promote the GLA Food Programme such as hosting a delegation from San Sebastian City Council and Buffalo University. 	£N/A
Emerging priorities	<ul style="list-style-type: none"> • To be identified in delivering the initial implementation phase of the London Food Strategy. 	£39,000

3. Equality comments

- 3.1 Under Section 149 of the Equality Act 2010, as a public authority, the Mayor of London must have 'due Regard' of the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who have a protected characteristic and those who do not.
- 3.2 Gender Equality and Equal Opportunities are enshrined within the GLA's programmes and activities according to the Mayor's Framework for Equal Life Chances (June 2014) and the new mayor's forthcoming Diversity and Inclusion Strategy. The framework aims to bring Londoners together rather than dividing them. It promotes outcomes for a diverse range of communities that seek to bring real changes to the quality of life for all Londoners. Projects under the Food Programme aim to engage as many Londoners as possible and many focus specifically on harder-to-reach groups. Elements of food programme projects which help to meet the needs of people sharing protected characteristics under Section 149 of the Equality Act 2010 include:
- Capital Growth: 80% of Capital Growth's sites are in the more deprived wards and 40% are in the most deprived wards. A third of Capital Growth's 2500+ spaces are in schools and a fifth are on housing estates or run through social housing providers. 7% of Capital Growth projects are working directly with people experiencing mental health problems.
 - Food Poverty: In 2017/18 one area of focus is addressing food poverty for Londoners, both through supporting the 'Beyond the Food Bank' report and the Borough Food Poverty Support project. These areas of work will help map and profile food poverty and support boroughs to respond to the differential impact that food poverty has on certain communities and families.
 - Schools Holiday Provision programme: 700,000 children in London live in poverty and obesity prevalence is twice as high for children living in the most deprived areas in London compared to those living in the least deprived areas. Working in partnership with the Mayor's Fund for London, this is a targeted intervention to reduce inequalities experienced by London's children and young people from low income households during the school holidays.
 - Crowdfund London: Londoners experience stark and unacceptable differences in their well-being and length of life. Access to good food is identified as an issue in many areas of London which can have a significant impact on health inequalities. This innovative crowdfunding model will help food projects increase access to healthy and affordable food and meet local employment and skills needs, addressing economic and health inequalities in London. It will also support small food businesses to better access finance.
 - The London Food Board: Members of the new Board work across London's food system. Of the 20 members, 16 are women and 4 come from a black, Asian and minority (BAME) background. The London Food Board will ensure the London Food Strategy and the GLA's Food Programme develop a better food system for all Londoners.
- 3.3 We will put in place mechanisms to help us continuously review the potential to make our existing and emerging projects advance equality of opportunity for groups which have characteristics noted in the Equality Act.

4. Other considerations

a) key risks and issues

- 4.1 The GLA will manage the overall operational aspects of the programmes, using its standard corporate approach to project management. The key risks and issues are outlined below:
- 4.1.1 The adequate integration of the new London Food Strategy into the statutory Mayoral Strategies is highly dependant on the cooperation and consultation with the relevant colleagues and teams across GLA group. Therefore, the GLA Food Team has formed an internal working group to consult officers from teams across the GLA to ensure that food is included as a cross-cutting theme in other statutory and non-statutory Mayoral strategies and vice versa.
- 4.1.2 Due to its small number of officers, the GLA Food Team could lack the resource and capacity to deliver the visions and ambitions of the upcoming new London Food Strategy. However, the GLA Food Team has historically worked effectively in partnerships with both internal and external stakeholders and will continue to do so to deliver the Food Programme. The Food Programme will contribute towards the ambitions of the London Food Strategy and the newly appointed London Food Board will also advise on policy and the Food Programme as well as share their insights and expertise with the Chair and the Food Team to shape the London Food Strategy and ensure its aims are both ambitious and deliverable.

b) links to Mayoral strategies and priorities

- 4.2 In terms of Mayoral Strategies, individual projects will contribute towards:
- Implementation of priorities in the new London Food Strategy.
 - Food-related elements of the new Health Inequalities Strategy particularly on childhood obesity, food access and the better health of all Londoners.
 - The new Economic Development Strategy – food is a major employer and offers significant training and apprenticeship potential as well as high potential to increase business start-ups and innovation.
 - The new Transport Strategy, including improving the way food industry vehicles in London operate making Londoners' journeys healthier.
 - The Environment Strategy – Food waste and the impact of the food system on climate change are both major challenges that food projects help to address.
 - The London Plan, including policies on land for food, access to fresh food, hot food takeaways, transforming Londoners' obesogenic food environments and more.
 - The Culture Strategy – celebrating the vibrancy and diversity of London's food cultures.
 - Team London objectives to encourage and enable Londoners to volunteer in their communities.

c) impact assessments and consultations.

- 4.3 As part of the development process of the London Food Programme in 2017/18 and the upcoming new London Food Strategy, the GLA's Food Team will consult with both internal and external partners. This is to ensure that the Food Programme interventions and Strategy are fully integrated and reflect the needs of different London population groups, including but not limited to: Londoners experiencing food poverty; schoolchildren who need access to a healthy diet, new and expectant mothers on low incomes; young people seeking employment; older people who may be engaged through the Programme's community growing focus, amongst others.
- 4.4 The Food Team is based in the Economic and Business Policy Unit and will continue to work closely with the GLA Regeneration, Health, Environment, Planning, Intelligence and Culture teams. This will ensure that interventions under the Food Programme complement and maximise the impacts of

ongoing programmes of work undertaken by these teams, such as work on crowdfunding, health inequalities and the reduction of food waste.

5 Financial comments

- 5.1 An allocation of £237,000 has been earmarked from within the GLA budget (to fund the Food Programme in 2017-18 (held within the Economic Business Policy Unit).
- 5.2 The GLA will seek additional income via sponsorship and partner contributions to supplement / enhance the programme in 2017-18. It should be noted that no contractual commitments on enhancing the Programme will be made until funding sources have been confirmed.

6 Legal comments

- 6.1 The foregoing sections of this report indicate that:

- 6.1.1 the decisions requested of the Mayor fall within the GLA's statutory powers concern the exercise of the GLA's general powers, falling within the GLA statutory powers to do such things considered to further or which are facilitative of, or conducive or incidental to the promotion of economic and social development, wealth creation or the promotion of the improvement of the environment in Greater London. In formulating the proposals in respect of which a decision is sought officers have complied with the GLA's related statutory duties to:

- a. pay due regard to the principle that there should be equality of opportunity for all people;
 - b. consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
 - c. consult with appropriate bodies.

- 6.2 In taking the decisions requested, the Mayor must have due regard to the Public Sector equality Duty; namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and persons who do not share it and foster good relations between persons who share a relevant protected characteristic and persons who do not share it) section 149 of the Equality Act 2010). To this end, the Mayor should have particular regard to section 3 (above) of this report.

- 6.3 Section 2 of this report indicates that there are some contributions towards the costs of GLA Food Team and/or third party projects that amount to the provision of grant funding and not payment for works, supplies or services. Officers must ensure that:

- 6.3.1 the funding is distributed fairly, transparently, in accordance with the GLA's equalities and in manner which affords value for money in accordance with the Contracts and Funding Code; and
 - 6.3.2 appropriate funding agreements are put in place between and executed by the GLA and the recipient of the funding before any commitment to fund is made.

- 6.4 The GLA may seek sponsorship when exercising its section 30 general power under its power to charge third parties for discretionary services under section 93 of the Local Government Act 2003 provided that the charges levied do not exceed the costs of provision.
- 6.5 Officers must ensure that they comply fully with all GLA HR/Head of Paid Service protocols in respect of any staffing proposals, in particular the need to gain all necessary approvals for the creation of any new posts.

7. Planned delivery approach and next steps

Activity	Timeline
Food Programme 17/18 Funding Agreements signed	31 July 2017
First draft of the Mayoral London Food Strategy completed	July 2017
Urban Food Awards	September 2017
Healthier Catering Commitment 'Celebration event'	5 October 2017
'Good Food for London' and 'Beyond the Food Bank' 2017 reports launched	13 October 2017
Mayoral London Food Strategy launched	January 2018

Appendices and supporting papers:

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:

Is the publication of Part 1 of this approval to be deferred? NO

If YES, for what reason:

Until what date: (a date is required if deferring)

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to
confirm the
following (✓)

Drafting officer:

Liam Weeks has drafted this report in accordance with GLA procedures and confirms the following:

✓

Sponsoring Director:

Fiona Fletcher-Smith has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

Mayoral Adviser:

Nick Bowes has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on the 26th June 2017

EXECUTIVE DIRECTOR, RESOURCES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature

M. D. Allen

Date

26.6.17

CHIEF OF STAFF:

I am satisfied that this is an appropriate request to be submitted to the Mayor

Signature

D. Jellamy

Date

30/6/2017