

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD1328

Title: GLA Food Economy Programme 2014-15

Executive Summary:

MD 994 (Appendix 1) signed in May 2012 confirmed the allocation of funding for the Mayor's Food Programme for 2012-15 and approved the budget for 12/13. The MD agreed that following years' programme would be subject of further approvals.

Following the budget prioritisation process for 14/15 the Food Programme budget has been confirmed – including the £400,000 originally agreed under MD 994 plus £550,000 investment from the central programme budget to deliver the School Food Plan's Flagship Boroughs project (Flagship Boroughs project) which has attracted a further £600,000 investment from the Department for Education. The investment for the Flagship Boroughs Project covers activities to be undertaken in both 2014/15 and 2015/16.

Since May 2012 the Food Programme has continued successfully to deliver initiatives that support London's food economy and increase the health and sustainability of food in London. The Programme has already attracted the commitment of considerable external funding from the Lottery, the Department for Education and from the private sector for projects that will increase greatly the impact of GLA investment.

Decision:

That the Mayor approves:

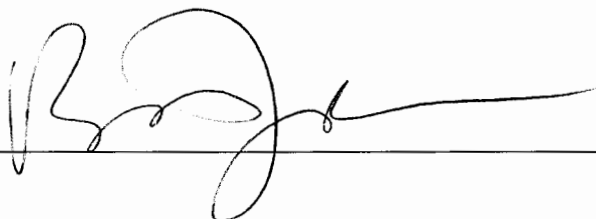
1. Expenditure of £400,000 towards the projects of the Food Programme for 2014/15; and
2. Expenditure of £1,200,000 on the Flagship Boroughs project in the financial years 14/15 and 15/16, comprising of £550,000 from the central programme budget (£250,000 in 14/15 and £300,000 in 15/16), £50,000 from the Food Programme base budget and £600,000 from the Department for Education

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: 12.03.2014

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

Decision required – supporting report

1. Introduction and background

1.1 The London Food Board (a non-statutory advisory board) was established in 2004 to lead on food matters in the capital. It advises the Mayor in the delivery of his Food Programme on the implementation of the London Food Strategy under six priority areas which are:

- Ensuring commercial vibrancy;
- Engaging Londoners;
- Levering the power of procurement;
- Developing regional links;
- Delivering healthy schools; and
- Reducing waste.

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.

1.2 MD994 signed in May 2012 confirmed the allocation of funding for the Food Programme for 2012-15 and approved the budget for 12/13. The MD confirmed that following years' programme would be subject of further approvals.

1.3 On the 20th of February 2014 the GLA's Investment and Programme Board approved the plans for the delivery of the London Food Programme for 14/15 including the development and delivery of the Flagship Boroughs project.

2. Objectives and expected outcomes

2.1 The food programme in 2014/15 will help 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, the environment and community cohesion of the city.
- Have a network of safer, highly-engaged communities working together to improve the quality of life for all residents, delivering Team London agenda.
- 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.

In March 2013 the food team moved from the Environment Team to the Economic and Business Policy Unit (EBPU), reflecting the increased focus of the work on growing London's food economy and supporting skills and jobs and growth within the sector.

2.2 The expected outcomes for the food programme in 2014/15 are:

Project	Outcomes 14/15
Community Food Growing and Social Enterprise	100 new spaces, support for 40 social enterprises, 250 volunteers
Every School a Food Growing School London	Project piloted in trailblazer boroughs, big schools picnic hosted
Business Food Waste	183 SMEs supported
Good Jobs in Food	20,000 new jobs, apprentices, and workplacements in London's hospitality sector
Urban Food Routes	35 businesses supported
Flagship Boroughs Project	Complete assessment of borough bids Announce successful boroughs Flagships officially launched
London Food Board	2 Board meetings per year, 8 Implementation Group meetings

2.3 The budget for the food programme 2014/15 is:

Project	Budget 14/15	Income	External Leverage 14/15
Community Food Growing & Social Enterprise	£25,000		£85,000 (various)
Every School a Food Growing School London (part of Food Programme Development Fund)	£30,000		£270,000 (Big Lottery)
Business Food Waste	£0		£577,000 (ERDF)
Good Jobs in Food	£25,000*		
Urban Food Routes (phase 2 Food High Street)	£80,000	£80,000 (Mars)	
Flagship Boroughs Project	£300,000	£300,000	
London Food Board	£5,000		
Staff costs	£185,000		
Total	£650,000	£380,000	£932,000

*** £30,000 subject to approval of carry forward of 13/14 under spend**

3. Planned approach

3.1 The GLA Food Team

The Food Team (2 x full time staff) will continue to oversee the delivery of the programme with support from teams across the GLA. Food as a programme area touches many policy areas and the team has built a strong collaborative approach across EBPU. The team supports the effective running of the London Food Board which advises the Mayor on food issues through its chair Rosie Boycott.

3.2 The London Food Board and Chair

The Food Team will organise two full Board meetings and eight Implementation Group meetings each year to provide advice and guidance to the Food Programme and the Mayor. The Board will undertake research and analysis to provide guidance for the Food Programme and monitor its impact.

3.3 Community Food Growing and Social Enterprise

Building on the successful delivery of the Capital Growth Mayoral target of 2,012 new food growing spaces by the end of 2012 the Food Programme will continue to support Capital Growth's ongoing function as the network for urban food growers in London. This will include the development of new spaces, engagement of Londoners as volunteers on such projects and the development of established community projects into social enterprises. The programme will support a range of activities to help community groups to develop means of income generation for their projects while helping established food SME's to raise their profiles and develop market share through the platform of Urban Food Fortnight. The Food Programme will continue to engage Sustain – the alliance for better food and farming – in the delivery of this programme of work.

3.4 Every School a Food Growing School London

Garden Organic led a DEFRA funded taskforce in 2011 which highlighted the range of beneficial impacts of integrating food growing into wider school activities. Over the past two years the food team has worked with Garden Organic to build on a key legacy from the Capital Growth initiative – to promote food growing in schools. Of the more than 2,000 community food growing spaces created as a part of Capital Growth, over 600 are in educational settings. Since the launch of the Taskforce report the chair of the London Food Board has worked to promote the idea of trialling an initiative in London to get every school in London engaged in food growing. Garden Organic applied to the Big Lottery and were successful in securing a grant of £800,000 to help all schools in London to become food growing schools.

The GLA Food Team has chosen to grant fund this project (from its Food Programme Development Fund) as it meets numerous London Food Strategy and Mayoral objectives. The small amount of grant funding (relative to the total funding for the project) ensures that the GLA has an active stake in a project that will benefit thousands of London school children. Garden Organic are uniquely placed to deliver this initiative because of their long track record in the field, their comprehensive knowledge base (built through the coordination of the DEFRA task force) and the considerable resources they have now secured from the Big Lottery.

The Food Growing Schools London Project was launched on the 9th of August 2013 and will run for three years. The project will be led by Garden Organic but will be delivered as a partnership. The other members of the partnership are: Food for Life Partnership (FFLP); Royal Horticultural Society (RHS); Let's Grow (WM Morrisons PLC); and Capital Growth (a project of Sustain – the alliance for better food and farming). As a partner in the project the GLA will contribute up to £30,000 funding

in 2014/15. The GLA will also be expected to be a member of the project Steering Group and sit on the Development and delivery Group.

3.5 Business Food Waste

The GLA Food Team has supported the establishment of this ERDF funded project via provision of advice and guidance on the Project Advisory Group and via match funding of £50,000 annually. The project aims to support 240 small and medium enterprises in London to save money and reduce food waste. The GLA Environment Team is leading on delivery.

3.6 Good Jobs in Food

The GLA food team is working in partnership with the British Hospitality Association (BHA) to maximise the impact that hospitality growth can make in London. Hospitality offers huge employment numbers, and is one of the few industries that continued to grow jobs even during the recession – and projections showing healthy growth in the long term.

BHA has pledged to create 60,000 new jobs, apprenticeships or work placements by the end of 2014 (up to a third of these in London).

3.7 Urban Food Routes

Urban Food Routes is a project run by the Plunkett Foundation, and supports SMEs in London's food sector. It meets key Mayoral priorities around jobs, skills and economic growth.

The project will include business support tools, and two rounds of grant funding for which London food businesses will be invited to apply. The project will work with successful applicants to expand their profitability, create jobs, apprenticeships, training and volunteering opportunities, increase the provision of affordable, healthy food in London and strengthen the diversity of the capital's food sector.

The GLA's involvement in the project has attracted the interest of Mars UK, who will be contributing £80k in 2014/15, which will double the funding available for this project. Private sector involvement will help to maximise the impact and scope of the programme, enabling Plunkett to support 35 businesses in 2013/14

The GLA food team will work closely with colleagues in the GLA regeneration team to ensure that this work complements and informs work being developed for future work on high streets and wider regeneration projects

3.8 School Food Plan (SFP) London Flagship Boroughs.

The School Food Plan was launched by the Secretary of State for Education Michael Gove in July 2013. It identified the good work that was already being undertaken by the Mayor of London through the Food Programme as an example of best practice. The Plan committed the DfE to fund two Flagship Boroughs in London to show the potential impact of using schools as catalysts for changes to the wider food environment.

The GLA funding will support boroughs to undertake activities that use the School Food Plan as a catalyst, and the schools themselves as hubs, to support wider change in the boroughs food environments. To achieve this the GLA will provide funding to each borough to support them to achieve their aims. However, boroughs themselves will be expected to provide match resources either in kind or through direct financial investment in the project (for example as a result of the announcement of universal free school meals for infants in England many boroughs will be set to make considerable financial savings that they could redirect to this project).

Funding will be allocated in the form of a grant after a competitive tendering round. The GLA Food Team will release a prospectus for the project and ask all London boroughs to submit their bids. These will be assessed alongside the criteria in the prospectus with the highest scoring boroughs being offered the funding. This competitive process will ensure that boroughs who do apply really want to engage with the project and the process itself will allow them to identify resources and activities that they could align with the project. It will allow the boroughs with the best ideas who are best placed to deliver a successful programme to be identified. It will also serve as a wider learning process for the project as the project team will be able to gain a greater knowledge of what activity is already out there being delivered in London and what works best.

The proposed project has already attracted widespread interest from the academic and policy community. The GLA Food Team has been approached by the National Institute for Clinical research who is very interested in the project. They have committed to tender and fund a large scale longitudinal study into the public health impacts of the project. This will give the project the most robust public health evaluation framework currently available and will ensure that the outcomes and learning is shared widely on a national as well as international level. The financial value of this in kind contribution will not be known until the contract has been tendered but it will easily exceed World Health Organisation guidelines on evaluating health and community interventions which state that a minimum of 10 per cent of the total budget should be allocated to evaluation.

With support from the DfE we will develop a specification for the tendering of an evaluation contract to measure the educational attainment impacts of the project.

The GLA will procure expert support for the delivery of the project from a third party organisation to the value of £100,000 to make links with national and regional school food initiatives as well wider health and wellbeing networks – including partnership work with the private sector.

4. Other considerations

4.1 Links to strategies and Mayoral and corporate priorities

In terms of Mayoral Strategies, individual projects will contribute towards:

- The Mayor's Jobs & Growth Plan
- Implementation of all the priorities of the Mayor's Food Strategy: Healthy and Sustainable Food for London
- A major contribution to the Team London objectives to encourage and enable Londoners to volunteer in their communities
- Food-related elements of the Health Inequalities Strategy particularly on childhood obesity and food access.
- Mayor's Business Waste Strategy – commercial food waste offers considerable potential to divert waste from landfill, with positive commercial and environmental benefits
- Economic Development Strategy – food is major employer and offers significant training and apprenticeship potential as well as high potential to increase business start-ups and innovation
- The London Plan, including policies on land for food, and emerging Supplementary Planning Guidance documents on lifetime neighbourhoods and access to fresh food

4.2 Impact assessments and Consultation

As part of the development process the London Food Programme for 2012 to 2015 the Food Team undertook wide consultation with the Food Board and its Executive Group.

The School Food Plan was developed over the period of a year. Funded and supported by the Department for Education it brought together an unprecedented partnership of experts from the public health, education and school food movement. These included Jamie Oliver, The Children's Food Trust, Food for Life Partnership, Magic Breakfast, and the Prince of Wales. Results from the national Free School Meals trials have shown the transformational impact that an approach to good school food and a whole school approach can have on the culture of schools but also the attainment levels of pupils. The national pilots found that the programmes disproportionately benefitted the attainment of children from more deprived backgrounds with overall progress in attainment increasing for all students but more so for children in this group.

The SFP was heavily influenced in its approach with the achievements in Finland over the last 30 years where a whole environment approach was taken (with schools and children at the centre) in attempt to lower their Cardio-vascular-disease (CVD) rate which was in the 1970's the highest in the developed world. Within 5 years risk factors and deaths from CVD had started to fall dramatically. Now Finland has one of the lowest rates in the world. The authors of the Plan were keen to trial such an approach in England and they chose London because of the wide range of projects already being undertaken and specifically because of the coordinating strength of the London Food Board and the Mayor of London.

Since the announcement of the Plan and the Flagship Boroughs the GLA Food Team have consulted widely across London's local authorities, education organisations and with stakeholders in school food. All agree that the approach is extremely valuable and comes at an important time for the health of children and the wider population in London.

During the development of the original London Food Strategy a Health Impact Assessment, an Equalities Impact Assessment and a Sustainability Impact Assessment were undertaken.

4.3 **Risk**

The GLA will manage the overall operational aspects of the programmes, using its standard corporate approach to project management. A full risk register can be found in the Stage 2 IPB paper appended to this paper.

5. Financial comments

- 5.1 This report is seeking approval for expenditure on the 2014-15 Food Programme and the Flagship Boroughs Project which will span two financial years (2014-15 to 2015-16) and also include the receipt of income from the Department of Education (DfE) to part fund this project. As detailed within the decision required and the main body of this report, the proposed expenditure includes entering into contracts for services and funding agreements.
- 5.2 The estimated gross cost of this programme of work is £1,630,000 and the net cost to the GLA is £950,000. The balance of £680,000 will be funded via income from the Department of Education (£600,000 for the Flagship Borough Project) and MARS (£80,000 for the Urban Food Routes Project). An estimated project budget as provided by the Food Team is summarised below:

	2014-15	2015-16	Total
Expenditure	£000	£000	£000
Staff costs	185	-	185
London Food Board	5	-	5
Good Jobs in Food	25	-	25
Community Food Project	25	-	25
Food Growing Schools	30	-	30
Urban Food Routes	160	-	160
Flagships Borough Project	600	600	1,200
Total Gross Expenditure	1,030	600	1,630
Income			
MARS (Urban Food Routes)	(80)	-	(80)
DfE (Flagships Project)	(300)	(300)	(600)
Total Income	(380)	(300)	(680)
Net Cost to GLA	650	300	950

- 5.3 With regards to the GLA's net cost of £650,000 in 2014-15; this will be funded from the £400,000 budget allocated for the Food Programme in 2014-15 and a draw-down from the 2014-15 Central Programme budget (£250,000). The budget requirement of £300,000 specifically for the Flagship Programme in 2015-16 will be funded via the Central Programme budget subject to the budget process for 2015-16.
- 5.4 With regards to the receipt of income, officers are advised to ensure that they have formal written confirmation of the funds (signed funding agreements etc.) prior to committing expenditure upon these funds.
- 5.5 Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.
- 5.6 The Economic Business Policy Unit within the Development, Enterprise & Environment Directorate will be responsible for managing this programme of work and ensuring all activities and expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code, Expenses & Benefits Framework and Funding Agreement Toolkit.

6. Legal Comments

Power to Undertake the Requested Decisions

- 6.1 Under section 30 of the Greater London Authority Act 1999 (the 'Act') the mayor, acting on behalf of the GLA, is entitled to do anything that he considers will further the promotion, within Greater

London, of economic development and wealth creation, social development and the improvement of the environment.

- 6.2 Furthermore, section 34 of the Act allows the GLA, acting by the mayor, to do anything that is calculated to facilitate, or is conducive or incidental to, the exercise of any functions of the GLA exercisable by the mayor.
- 6.3 The various projects comprising the 2013/14 Food Programme, inter alia, serve to help established food-related small and medium enterprises to raise their profiles (see paragraph 3.3 above) and to integrate food growing in wider school activities (see paragraph 3.4 above). Furthermore, as set out in paragraph 3.8 above, the Flagship Boroughs project is designed to demonstrate the potential impact of using schools as catalysts for changes to the wider food environment. In light of this, the approval of expenditure for various projects in the 2013/14 Food Programme and the approval of the receipt and use of grant funding and part of the GLA's central programme budget for the Flagship Boroughs project may be viewed as calculated to facilitate social and economic development in Greater London.

Grant Funding

- 6.4 As regards the grants of funding to boroughs as part of the London Flagship Boroughs project, the officers must ensure that the funding be distributed fairly, transparently and in accordance with the GLA's equalities obligations (paragraph 4.8 of the GLA's Contracts and Funding Code). To this end, the officers have set out in paragraphs 3.8 that the funding will be allocated following the release of a prospectus and the receipt and evaluation of applications. The officers are reminded to ensure that all applicants be treated fairly and be given the same information regarding the competitive process.

Tendering of Contracts

- 6.5 The officers are reminded of the requirements of the GLA's Contracts and Funding Code. To this end, the procurements the subjects of decisions 5 and 6 above must be let via the seeking of a minimum of three written quotes or by calling off the services from a framework, which is available for use by the GLA.

7. Investment & Performance Board

IPB approved these proposals at their meeting on the 20th February 2014.

Appendix 1 – MD994

Public access to information

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

Part 1 deferral: any fact or information whose release before a specific date would compromise the implementation of the decision may be included in Part 1, with Part 1 being deferred until after that date. Deferral periods should be kept to the shortest length strictly necessary.

Is the publication of this approval to be deferred? Yes

If YES, for what reason: To withhold the value of the evaluation tender for the education aspects of the Flagship Boroughs project until after we have tendered the contract

Until what date: 1/05/14

Part 2 confidentiality: any fact and advice that should not be automatically made public should be in the separate Part 2 form, together with the rationale for confidentiality.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Tick to indicate approval (✓)

Drafting officer:

Jonathan Pauling has drafted this report in accordance with GLA procedures and confirms the following have been consulted on the final decision.

✓

Assistant Director/Head of Service:

Mark Kleinman has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

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:

Rosie Boycott has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

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

10.3.14

CHIEF OF STAFF:

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

Signature

*Approved by Edward Lister
by email on 10.3.14
(attached)*

Date

10.3.14