

MAYOR OF LONDON

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# THE DRAFT LONDON FOOD STRATEGY

HEALTHY AND SUSTAINABLE FOOD FOR LONDON  
DRAFT FOR CONSULTATION

## COPYRIGHT

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[www.london.gov.uk](http://www.london.gov.uk)

enquiries 020 7983 4000

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Cover photo taken at this nursery is run by childcare group the London Early Years Foundation.

Images of this nursery also appear on pages 11 and 25.

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# Mayor's foreword

Food helps to make London such an exciting place. Our restaurants, markets and street food are a snapshot of vibrant, multicultural communities. I'm proud that we have every cuisine from around the world here.

Food is also a key part of my social fairness and economic equality agenda. It affects the health, happiness, academic achievement and prosperity of all of us.

I want every Londoner to have access to healthy, affordable, culturally-appropriate good food - regardless of where they live, their personal circumstances or income. Yet this is far from the case at present. Indeed, London has amongst Europe's highest rates of child obesity, and despite being a prosperous city, many Londoners still have to resort to relying on foodbanks.

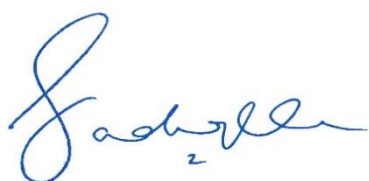
That is why I will do everything in my power to help improve food in London. I want to put good food at the heart of London's approach to healthy living. I want to create decent jobs and a sustainable food system. I also want to equip people with the skills they need to pursue rewarding, interesting jobs.

Good food can improve people's lives in many ways, from addressing the rise of diet-related diseases to supporting start-ups and building stronger communities. It can bring high streets back to life, protect the environment, boost tourism and attract inward investment. Emerging food technologies can also give us fresh ways to solve London's evolving food needs.

I believe we should be proud of the excellence and diversity of the food available here. For too long, people's perception of our food hasn't matched the reality. I want us to celebrate the world-class fare cooked by Londoners of all backgrounds. We should all share the passion for food in our homes, communities, restaurants and markets.

Food is now being used by Mayors around the world to promote solutions to some of the biggest challenges facing their cities. As London's Mayor, I am proud that our city is part of that movement.

I look forward to making food in London better, for everyone.



**Sadiq Khan**

Mayor of London

# Introduction

Food is vital to sustain life but food is also much more than just a meal. It connects everything we do as a society, it affects the environment, it drives our economy, affects our health and it is a central part of our cultural life. How our food system works and what Londoners eat is crucial in helping London to be a better place to live, work and visit.

Our food system is complex and remarkable and while it is full of benefits, there are also many challenges; child obesity is rising, Londoners' reliance on foodbanks is increasing and Global Greenhouse Gas emissions (GHGs) from food production are contributing to London's poor air quality.

The draft London Food Strategy sets out our thinking and provides a framework to help all Londoners, London boroughs and the partners we work with adapt our city's food system to meet the challenges that lie ahead.

Everyone in London can do something to improve food – at home, at work, in businesses, institutions and through local policies. This draft strategy sets out what the Mayor will do to deliver change and what the Mayor will do to support change. Not everything that can be done to improve food is within the Mayor's powers, so we also set out priorities that will need to be led by external partners.

Cities and Mayors have the chance to transform food systems for the benefit of citizens and the environment. London is recognised for its leadership in international food networks. In 2017, the GLA and the London Food Board received a Silver Award from the Sustainable Food Cities Network. We are a key partner in the C40 Cities Food System Network and the Milan Urban Food Policy Pact. We will use these networks to help us go further to help London continue to be a leader in green food jobs, skills and food education.

To help to embed this work in London policy, the positive role that food can play in our lives will be integrated across the full range of Mayoral strategies, and policies developed from them. These strategies include the draft London Plan, London Health Inequalities Strategy, the Mayor's Economic Development Strategy, London Environment Strategy, the Mayor's Transport Strategy, Culture for All Londoners Strategy, the Mayor's Skills for Londoners Strategy, the Mayor's Vision for a Diverse and Inclusive City, a Tourism Vision for London and a Vision for London as a 24-Hour City.

We will work for a brighter future for all Londoners, with healthier lives, better jobs, thriving producers, a cleaner environment and more enjoyable social connections. We will continue to learn, and to make food better for all Londoners.

This draft London Food Strategy is a call to action. Let's work together to see what good food can do.



**Claire Pritchard**

Chair - London Food Board

# How can you help?

The Mayor wants to hear from individuals and organisations with ideas, evidence and expertise. He is asking for your support: firstly, to help him refine and develop the London Food Strategy, and then to implement it.

This consultation draft gives you an opportunity to share your views and provide feedback on the Mayor's priorities and plans to both deliver and support change. It also gives you the chance to feed back on what you or your organisation can do to support good food in London.

The questions below are included as a guide. However, you don't have to answer all questions or be limited by them in your response.

1. Are the six priority areas the right ones? Are there other priorities that should be considered?
2. Are the most effective actions the Mayor, external stakeholders and individuals can take set out? Are there other actions that should be included?
3. What are your views on the proposed ban of advertising of food and drink<sup>1</sup> that is not healthy<sup>2</sup> across the Transport for London estate?
4. What are you or your organisation doing to support good food in London? What best practice already exists in the priority areas?
5. How could you or your organisation support the Mayor to do more to achieve good food for London and pledge to support the final strategy?
6. Is the strategy inclusive and does it consider the needs and priorities of all Londoners?

To have your say please visit [www.london.gov.uk/food](http://www.london.gov.uk/food) and complete the survey. Alternatively email your comments to [londonfood@london.gov.uk](mailto:londonfood@london.gov.uk) or send your written comments to:

Draft London Food Strategy  
SME, Food and LEAP Team, DEE  
PP 19A  
City Hall  
The Queen's Walk  
London  
SE1 2AA

The closing date for responses is **5 July 2018**.

Please note that all of the information you provide may be subject to disclosure under the Freedom of Information Act. The GLA will not routinely disclose personal data such as your

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<sup>1</sup> This ban would exclude alcohol

<sup>2</sup> 'Healthy' as defined under the Food Standards Agency Nutrient Profiling Model - <https://www.gov.uk/government/publications/the-nutrient-profiling-model>

name and email address, and we will always aim to consult you if this became necessary. Please also take care not to provide any unnecessary personal data in your response. Please visit <https://ico.org.uk/for-organisations/guide-to-freedom-of-information/what-is-the-foi-act/> for more information about the Freedom of Information Act and contact [Lisa.Bennett@london.gov.uk](mailto:Lisa.Bennett@london.gov.uk) if you have any concerns.

The final London Food Strategy will be published in 2018 after the responses to this consultation have been analysed.



# Executive Summary

## 1. GOOD FOOD AT HOME – AND REDUCING FOOD INSECURITY

What we cook and eat at home profoundly affects our health and well-being. But many Londoners are not able to eat well at home, in part because of issues relating to poverty and inequality. We need to tackle the causes of poverty and inequality in accessing food, including by promoting the London Living Wage and supporting development of long-term solutions to household food insecurity. This strategy outlines plans to continue to support boroughs to develop and implement food poverty action plans and good food retail plans, and improve provision of school holiday food for children from low-income families.

## 2. GOOD FOOD SHOPPING AND EATING OUT – A HEALTHIER ENVIRONMENT

Many Londoners find the food environment when eating out and shopping for food unhelpful, as healthy food is often unavailable. This is especially true for night time or shift workers when the options for a healthy meal are often even more limited.

London's obesity problem is compounded by a food environment that bombards people with marketing and promotion of unhealthy foods. The Mayor wants to promote the role that food can play in making streets healthy places, where people are surrounded by more healthy food and good food businesses and are not bombarded by marketing and promotion of unhealthy food.

The Mayor will use every means at his disposal that will help tackle child obesity, and will consult on plans to ban advertising of food and drink<sup>3</sup> that is not healthy<sup>4</sup> across the TfL estate.

The food sector is a great route to employment and skills development, with a growing range of options for entrepreneurs looking to enter the sector – from street food through to community growing. But food businesses in London are facing challenges, not least in the context of Brexit negotiations which could threaten our supply chains and access to skills. The Mayor wants to support businesses through a range of initiatives that will help promote values-driven food businesses and social enterprises, support food businesses to grow and help access the skills the sector needs.

## 3. GOOD FOOD IN PUBLIC INSTITUTIONS AND COMMUNITY SETTINGS – BETTER FOOD PROCUREMENT

Many Londoners spend a lot of time in community settings and often food is a way of bringing those communities together and reducing social isolation. Public institutions such as the GLA, local authorities, public services, schools, hospitals, tourist attractions and health and social care settings all buy and serve food to Londoners and have a role to play in leading by example in showing people what good food is. Through better food procurement, small businesses and local producers can help people eat healthier food

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<sup>3</sup> This ban would exclude alcohol

<sup>4</sup> 'Healthy' as defined under the Food Standards Agency Nutrient Profiling Model - <https://www.gov.uk/government/publications/the-nutrient-profiling-model>

with higher welfare and environmental standards, which also have the added benefit of boosting London's economy.

#### **4. GOOD FOOD FOR MATERNITY, EARLY YEARS, EDUCATION AND HEALTH – SUPPORTING HEALTHIER HABITS**

Food is an essential part of our health and wellbeing at every stage of our life. It is fundamental for maternity services to provide and signpost nutritional advice that will support good maternal health and positive pregnancy outcomes and at every stage of development, from early years settings through to adolescence, good food and education can help reduce the health inequalities that are so prevalent in London's communities.

Levels of child obesity in London are too high and the capital's food environment that surrounds London's children exacerbates this issue. The trend in child obesity needs to be reversed and the Mayor will convene a Child Obesity Taskforce to examine and address the complex factors which underlie the problem. The new draft London Plan will restrict the opening of new hot food takeaways and the Mayor will continue to promote initiatives and programmes such as Healthy Early Years London that support healthier habits and better outcomes for infants and children across the capital.

#### **5. GOOD FOOD GROWING, COMMUNITY GARDENS AND URBAN FARMING – INCREASING SUSTAINABLE FOOD GROWING**

The importance of food growing in community gardens, allotments, urban farms and other spaces in London cannot be overstated. In addition to the environmental benefits of urban food growing, knowing how food is grown is a key part of building people's skills. Food growing brings communities together, helps people make new friends, makes areas safer and healthier, provides skills which can lead to employment and improves physical and mental wellbeing.

The Mayor will use the new draft London Plan to help local authorities to support food growing networks and community food growing projects.

#### **6. GOOD FOOD FOR THE ENVIRONMENT – MAKING THE FOOD SYSTEM WORK BETTER**

What we eat, how we produce it, consume it and dispose of it, has profound impacts on the environment. Food is estimated to contribute 30 per cent to the UK's overall consumption related Global Greenhouse Gas emissions<sup>5</sup>, mainly because of the type of food eaten and the way it is farmed. With London's population forecast to continue to increase, it is essential that London uses food to mitigate the impact of this increase. The way the food system works is a major determinant of London's air quality and we must work to achieve a more efficient and consolidated transport network related to food supply and food shopping. London is not the only place facing these challenges and we will continue to work with cities across the UK and worldwide to help find solutions. The Mayor will work with the C40 Cities Food System network, be a key engagement partner to Courtauld 2025 and work with TRiFOCAL and the London Waste and Recycling Board (LWARB) to help reduce food waste and greenhouse gases.

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<sup>5</sup> Audsley, E., Brander, M., Chatterton, J., Murphy-Bokern, D., Webster, C., and Williams, A. (2009). *How low can we go? An assessment of greenhouse gas emissions from the UK food system and the scope to reduce them by 2050*. WWF-UK.





# 1- GOOD FOOD AT HOME

## Aim

Help to tackle rising levels of household food insecurity and ensure all Londoners can eat well at home





The Mayor is committed to ensuring to do all he can so that all Londoners can eat well and that they are able to enjoy food security for themselves and their family. Most of us eat the majority of our food at home. What we cook and eat at home therefore profoundly affects our health and well-being. For most Londoners, an efficient and sophisticated food system works well all the time, at least on the surface. Highly-efficient supply chains mean there is nearly always plenty of food in markets and shops and a bewildering breadth of choice.

Yet many Londoners are not able to eat well at home, in part because of issues relating to poverty and inequality. More than 2.3 million Londoners live below the poverty line<sup>6</sup> and many people do not have shops in their area that sell adequate amounts of affordable, healthy food. Londoners' reliance on foodbanks shows no sign of reducing and this needs to be addressed. Welfare changes and benefits sanctions are the main reason people visit foodbanks for emergency food provision. In the six months from April to September 2017, the Trussell Trust gave out 58,795 emergency food packages to people in crisis in London<sup>7</sup>. Many more people are vulnerable than is shown by foodbank usage – 60 per cent of Londoners say they have bought cheaper food than they normally would to save money in the last year<sup>8</sup>. We should not accept foodbanks as a fact of life in London.

Household food insecurity takes myriad forms in individuals' lives. One in five parents have skipped meals so that their children can eat and 8 per cent of parents in London say their children have had to miss meals because they cannot afford to buy food. Children who receive free school meals are at risk of having little food during school holidays, and teachers have reported that hungry children fall behind their peers in terms of academic and social development. People out of work (or in insecure, poorly-paid work) who struggle to make ends meet are often forced to resort to less healthy food; and isolated older people are often unable to prepare healthy meals without help. The lack of meals-on-wheels provision at borough level is exacerbating that situation – but good social enterprise models are emerging that can help alleviate that problem.

Food insecurity can be triggered by a crisis in financial or personal circumstances, but may also be a long-term experience of consistently not being able to access a healthy diet or afford to eat well.

Household food insecurity and malnutrition need a structural and economically-viable long-term solution. We are supporting boroughs to develop their own food poverty action plans and will work to develop long-term such solutions as part of our desire to reduce and prevent food poverty, not accommodate it.

Language around “healthy choices” too often blames people for things that are not their fault. That is why we need to emphasise that it is the food environment in which people live and are surrounded by that needs to change.

To cultivate an environment which enables individuals to access and eat healthy food at home, we will work with agencies, institutions and funders to help prioritise significant and joined-up action to improve household food security and to reduce hunger.

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<sup>6</sup> GLA Poverty in London, Intelligence Unit 2017

<sup>7</sup> <https://www.trusselltrust.org/2017/11/07/foodbank-demand-soars-across-uk/>

<sup>8</sup> YouGov 2017

## Good food at home – what you can do

- **Sign up to a local community cookery course.**
- **Consider reducing your consumption of meat and eat more fruit and more vegetable-based meals.**
- **Cook more from scratch and reduce the number of takeaways you buy.**
- **Buy more seasonal food.**
- **Set up local food partnerships in your area to help bring people together to make food healthier for everyone.**
- **Find out how to volunteer at a local foodbank, food redistribution charity or for a project providing children with school holiday meals.**

## What the Mayor will do to deliver change

1. Fund the development of food poverty action plans by London boroughs, to help increase their understanding of factors creating food insecurity at a local level, and to help build local capacity to reduce and combat it.
2. Reduce school holiday hunger in London by improving provision of holiday food for children from low-income families, through the Mayor's Fund for London scheme Kitchen Social, which will engage 50,000 children and young people in London by 2020<sup>9</sup>.
3. Undertake research to support the development of long-term solutions to the causes and impacts of food insecurity, including how we can measure its prevalence.
4. Promote much higher numbers of employers paying the London Living Wage<sup>10</sup>, recognising that food poverty is partly due to low income.

## What the Mayor will do to support change

1. Encourage London boroughs to consider building the rights of all citizens to be able to eat well into their local health and wellbeing strategies or equivalent, and our collective right to a fair and sustainable food system.
2. Work with key agencies, institutions and funders to help prioritise and join up action to reduce food insecurity and hunger.
3. Champion the importance of good food for older people by encouraging better coordination and collaboration between local authorities.

<sup>9</sup><http://www.mayorsfundforlondon.org.uk/programme/kitchen-social/>

<sup>10</sup> <https://www.london.gov.uk/what-we-do/business-and-economy/london-living-wage>

4. Support the annual publication of the Beyond the Food Bank report<sup>11</sup> to help reduce Londoners' reliance on foodbanks and help local authorities make progress against a wide range of food poverty indicators.
5. Champion business support to food entrepreneurs and start-ups, and support London's markets to increase their supply of fresh, local and seasonal produce to meet all Londoners' cultural needs through the London Markets Board.
6. Encourage London boroughs to develop good food retail plans, sign up to the Local Government Declaration on Sugar Reduction and Healthier Food and lead a Sugar Smart campaign to help people eat more healthily and make food in their area better for businesses and residents.

**Not everything that can be done to improve good food at home is within the Mayor's powers but we can work together with partners to achieve more.**

#### **Priorities to be led by external partners**

1. Partners should promote community food initiatives that empower people to participate in activities that improve wellbeing, celebrate London's food cultures and increase access to healthy food, particularly amongst vulnerable groups such as older people.
2. Businesses should donate more surplus food to food redistribution charities or provide financial donations or sponsorship to school holiday hunger programmes such as Kitchen Social.
3. Partners should continue to support organisations using surplus food to provide emergency food for people in need and help groups providing frontline services. However, it is important to target a decline in need for such services and not treat food banks as a long-term solution to food poverty.
4. Schools should identify and support children and families living with food poverty with local authority support.

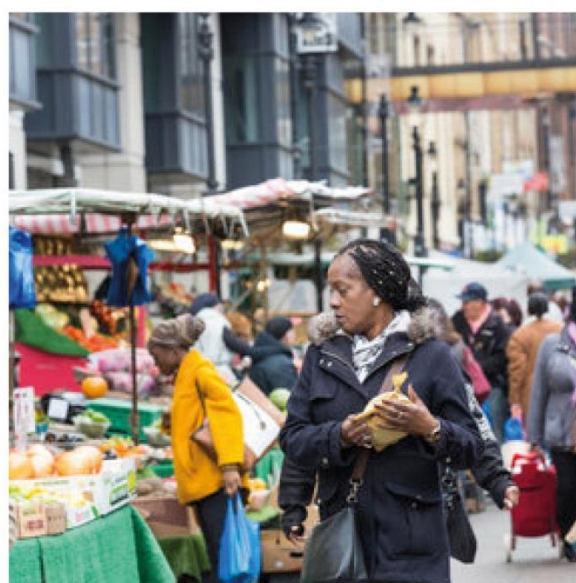
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<sup>11</sup> <https://www.sustainweb.org/foodpoverty/profile/>

# 2- GOOD FOOD SHOPPING AND EATING OUT

## Aim

Support good food businesses to improve London's food environment and make healthy, affordable options more widely available to Londoners





London is home to thousands of food businesses: growers, producers, processors, manufacturers, cafes, restaurants, caterers and retailers – from national companies and restaurant chains, to chef-led restaurants, entrepreneurial start-ups and micro-enterprises, as well as fast-emerging technology businesses, creating their own opportunities and challenges. The Mayor is hugely proud of London's amazing range of food and wants businesses within the food sector to thrive. We will continue to promote the excellence and variety of London's food.

However, many Londoners of all ages find the food environment when eating out and shopping for food unhelpful, as healthy food is often unavailable. London's obesity problem is compounded by a food environment that bombards Londoners with marketing and promotion of unhealthy food. One quarter of takeaways in the UK are located within a five-minute walk of a school and there is a clear link between deprivation and the number of takeaways in an area, with the poorest areas of the country having far more takeaways than the richest areas<sup>12</sup>. Advertising of foods that are unhealthy is often unregulated and widespread during family TV viewing times, through the internet and on the streets. Studies have shown that the development of children's food preferences and behaviours are influenced by marketing of unhealthy food and current evidence provides a compelling case that marketing of unhealthy food and child obesity are causally related<sup>13</sup>.

In 2017 key players in the advertising industry introduced voluntary restrictions on billboard and poster advertising of high fat, salt and sugar (HFSS) products within 100 metres of schools. This includes the current contract providers for Transport for London's (TfL) network of advertising assets at bus stops and stations. But we want to do more across the GLA to stop children and young people being exposed to adverts for unhealthy products. TfL's advertising estate makes up 40 per cent of London's out of home advertising by revenue. The Mayor will use every means at his disposal that will help tackle child obesity. He will therefore consult industry and other stakeholders on a ban on advertising of food and drink<sup>14</sup> that is not healthy<sup>15</sup> across the TfL estate. This ban would include 'brand only' advertising by the food and drink sector such as advertising using only a name or logo, as often used in directional advertising at stations and on bus stops.

A ban of this nature would represent the largest intervention of its type in any city in the world, and would transform the exposure that children and young people have to unhealthy food advertising and associated brands on their journeys to school and within their local communities. A similar approach, but on a smaller scale, was implemented across Amsterdam's metro system and formed a key part of a whole-system citywide intervention that achieved a 12 per cent reduction in the number of children who were overweight or obese between 2012 and 2015.

Findings from the Great Weight Debate 2017<sup>16</sup> and YouGov polls for the GLA<sup>17</sup> show that Londoners want the Mayor and partners to act. 62 per cent of Londoners believe having healthier and cheaper food options on London's high streets would have the biggest impact on improving healthy eating in the capital<sup>18</sup>. Local convenience stores have a crucial role to play in increasing access to healthy food, but they face a number of challenges, including

<sup>12</sup> <https://publichealthmatters.blog.gov.uk/2016/10/21/obesity-and-the-environment-the-impact-of-fast-food/>

<sup>13</sup> Norman J, Kelly B, Boyland E, McMahon AT (2016). Marketing and Advertising on Food Behaviours: Evaluating the Evidence for a Causal Relationship. *Current Nutrition Reports*, 5(3): 139-149

<sup>14</sup> This ban would exclude alcohol

<sup>15</sup> 'Healthy' as defined under the Food Standards Agency Nutrient Profiling Model - <https://www.gov.uk/government/publications/the-nutrient-profiling-model>

<sup>16</sup> <https://healthylondon.org/greatweightdebate/resource/great-weight-debate-stage-1-report/>

<sup>17</sup> YouGov 2017

<sup>18</sup> YouGov 2017

the obvious need to be profitable. Some boroughs have done excellent work developing good food retail plans, and we will support more of that work.

The food sector is a great route to employment and skills development, with a growing range of options for entrepreneurs looking to enter the sector – from street food through to food growing.

There is potential for the development of community food hubs with wraparound services for education, training, affordable workspace and social enterprise, such as will be provided in the new Food Exchange at New Covent Garden Market. These services can help people develop their own ideas into viable businesses and support diverse, ethical and sustainable food suppliers, helping people to enjoy good food, with producers and entrepreneurs making a decent livelihood. We know, too, that affordability of workspace and retail units remains a challenge that must be worked on in partnership.

New technologies such as online delivery platforms have an important role to play as they change the way people buy food. Such innovation should not be at the expense of health, social and environmental progress.

The Mayor understands that food businesses in London are facing challenges, not least in the context of Brexit negotiations as food imports from the EU constitute about 31 per cent of the UK's food supply<sup>19</sup>. Brexit may present profound challenges to our food system and the people who work in the food and hospitality sector, which is already facing a skills crisis. If Brexit were to result in new regulatory barriers, tariff barriers, or lengthy customs delays for UK/EU trade in food, these imports could significantly rise in price, or possibly not be available at all. Around 35 per cent of food manufacturing workers come from the EU, as do 30 per cent of workers in London's hospitality sector<sup>20</sup>.

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<sup>19</sup> Lang, Millstone & Marsden (2017), "A Food Brexit: time to get real"

<sup>20</sup> Lang, Millstone & Marsden (2017), "A Food Brexit: time to get real"

### **Good food shopping and eating out – what you can do**

- **Try supporting local shops and street markets more.**
- **Carry a reusable water bottle.**
- **If you are eligible for Healthy Start vouchers, ask your health visitor about applying for these and using them to support your family to eat well.**
- **Look for businesses that have accreditations such as Sugar Smart and the Healthier Catering Commitment.**
- **Look for healthier options on menus.**
- **Ask the businesses you use if they pay staff the London Living Wage and if the staff receive all the tips.**

### **What the Mayor will do to deliver change**

1. As part of his commitment to help tackle child obesity, consult industry and other stakeholders on a ban on advertising of food and drink that is not healthy across the TfL estate (including 'brand only' advertising).
2. Support and promote values-driven food businesses and social enterprises, especially those serving disadvantaged communities, through the Urban Food Awards, funding support through Crowdfund London and the Good Growth Fund, signposting businesses to support and advice via the London Growth Hub and exploring sector-specific support such as through food hubs like the Food Exchange in Vauxhall Nine Elms.
3. Support London local authorities to develop good food retail plans to ensure that a wide variety of healthy food is available for Londoners in disadvantaged areas.
4. Champion a flexible approach to migration to make sure the food and hospitality sectors can meet demand, innovate and continue to grow to ensure a strong food economy.
5. Enhance London's reputation as a world-leading food destination, to help food play a key role in our tourist economy through London's official promotion agency, London and Partners.
6. Continue to work with business to find solutions to the challenges that Brexit poses and work to enhance London's reputation as a world-leading food destination, to help food play a key role in our tourist economy.

### **What the Mayor will do to support change**

1. Continue to work in partnership with local authorities and the Chartered Institute of Environmental Health to deliver the Healthier Catering Commitment, which supports hot food takeaways to make simple, healthy improvements to their food.

2. Support collaborative pilots at a local authority level with major retailers, manufacturers, the NHS, Public Health England, local partners and local government to promote healthy products across major retailers and achieve a lasting switch from unhealthy foods to healthier alternatives.
3. Use devolution of adult skills funding and employment services support to London from 2019-20 to support skills and education providers to deliver the skills that the food and hospitality industries need in order to be competitive, and continue to work with employers to develop diversity in high-quality apprenticeships.
4. Support local authorities and businesses to help staff eat healthy, sustainable food and improve food in the workplace. They will be encouraged to consider Public Health England guidance on catering standards for employers<sup>21</sup>, adopt and promote the Healthy Workplace Charter<sup>22</sup> and strive for Food for Life Served Here accreditation.
5. Promote the role that food can play in making streets healthy places, where people are surrounded by more healthy food and good food businesses and are not bombarded by marketing and promotion of unhealthy food.

**Not everything that can be done to improve good food outside the home is within the Mayor's powers but we can work together with partners to achieve more.**

#### **Priorities to be led by external partners**

1. Retailers and restaurants should promote more sustainable options to give Londoners more opportunities to reduce their reliance on meat and increase their intake of fruit and vegetables, by signing up to initiatives such as Sugar Smart<sup>23</sup> and Peas Please<sup>24</sup>.
2. Business organisations should promote the range and excellence of careers available in the food and hospitality sectors.
3. Local authorities which have not already done so should form local food partnerships and join the Sustainable Food Cities network to share best practice with other UK cities on healthy, sustainable food priorities.
4. Public Health England and other partners should continue to work with hot food takeaways, cash-and-carry operators and convenience stores to improve access to healthier, affordable food.
5. The London Economic Action Partnership (LEAP) should continue to signpost food businesses to business support and development opportunities through the London Growth Hub and Advance London.

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<sup>21</sup> <https://www.gov.uk/government/publications/healthier-and-more-sustainable-catering-a-toolkit-for-serving-food-to-adults>

<sup>22</sup> <https://www.london.gov.uk/what-we-do/health/healthy-workplace-charter>

<sup>23</sup> <https://www.sugarsmartuk.org/>

<sup>24</sup> <https://foodfoundation.org.uk/peasplease/>





# 3- GOOD FOOD IN PUBLIC INSTITUTIONS AND COMMUNITY SETTINGS

## Aim

Work with public sector partners to improve their food procurement for the communities they serve



Local authorities, the GLA, public services, schools, hospitals, tourist attractions and health and social care settings all have a crucial role to play in buying and serving better food – especially to help vulnerable people and improve prospects for people living on a low income.

Better food procurement by public and private sectors can boost the economy by helping small businesses and producers, make it easier for people to eat healthily, and support high-welfare, environmentally-sound food production.

Food has a crucial role to play in bringing communities together, reducing social isolation and improving the health and well-being of vulnerable groups in London. This applies to older people, people with disabilities, different cultural groups, homeless people, and unregistered migrants.

Many Londoners spend time at local community centres and leisure centres, where food can help celebrate and build inclusive communities. Places like these have a role to play in leading, educating and inspiring people to enjoy good food together, as well as creating a more socially-integrated city.

This Strategy encourages and supports relevant community centres, leisure facilities and visitor attractions as well as their local authorities, landlords or businesses, to play their role in creating a healthy and sustainable food environment. They can do this by participating in low or no-cost schemes such as the Healthier Catering Commitment and Sugar Smart, and celebrating their achievements. Larger groups, such as leisure centre chains, should also consider working towards a Food for Life Served Here Award and implementing a healthier food and drink vending policy.

Employers should play a full role in influencing what we eat, including for employees who regularly work during the night, increasing our understanding of how good food can promote health and well-being and the sustainability of the food system.

Free drinking water should be widely available in all local authority owned buildings and London boroughs should identify locations for free drinking water fountains during the local planning process. These locations should include areas with high levels of pedestrian activity, such as town centres and shopping centres, as well as areas of the public realm used for play, exercise and relaxing, such as parks and squares. The ongoing management and maintenance of facilities should be secured and agreed at planning stage to ensure long-term provision is achievable.

**Good food in public institutions and community settings – what you can do**

- **Look for food that is accredited by initiatives such as Food for Life Served Here, Fairtrade, Sustainable Fish Cities and Good Farm Animal Welfare.**
- **Support food initiatives in the community that reduce isolation among vulnerable groups.**

**What the Mayor will do to deliver change**

1. Develop work to understand and improve the availability of healthy, affordable food for people who work at night. They often have some of the worst access to good food and may suffer health consequences as a result – as highlighted in the Mayor's Vision for London as a 24-hour City.
2. Promote healthy, sustainable food in the GLA Group through the food it sells in staff restaurants, supporting initiatives such as Food for Life Served Here, Fairtrade, Peas Please, Sustainable Fish Cities and Good Farm Animal Welfare.
3. Continue to encourage employers to help staff eat healthy food, improve event catering for health and sustainability and use their influence to encourage others to follow their lead.
4. Provide funding for a programme of work to include introducing a water refill scheme so that Londoners can reuse their bottles to top up free tap water from local shops and businesses.
5. Work to find locations to install 20 drinking water fountains in London in 2018, and to deliver the roll-out of more water fountains by 2020 to boost the drinking water infrastructure across London.

**What the Mayor will do to support change**

1. Through the London Food Board and its boroughs working group, continue to convene and enable boroughs to learn from each other and share best practice on how to develop and implement healthy food policies across public sector settings.
2. Through the London Food Board, help to take work forward on the food needs of vulnerable groups who wish to live independently. This will include exploring the potential for partnering on social enterprise models to help local authorities provide access to affordable, healthy food in the home and community to combat social isolation.
3. Encourage London boroughs to work in partnership with the third sector and others to reduce social isolation amongst older citizens and those with disabilities through communal food opportunities.
4. Create an environment where those who wish to breastfeed in public institutions and community settings for staff and visitors can do so.



**Not everything that can be done to improve good food in public institutions and community settings is within the Mayor's powers but we can work together with partners to achieve more.**

**Priorities to be led by external partners**

1. Local authorities should use the massive potential of improved public food procurement to increase the provision of fresh, healthy meals across public sector settings by promoting collaborative tendering contracts, such as Procurement Across London.
2. Partners should support DEFRA to improve procurement standards through their framework, 'A plan for public procurement: food and catering: balanced scorecard for public food procurement'<sup>25</sup>.
3. Working with Public Health England, NHS England and the GLA, London's hospitals should buy and promote healthy and sustainable food for patients, hospital visitors and NHS staff.
4. Local authorities should combat social isolation by working with third sector organisations to offer communal eating opportunities to vulnerable groups.
5. Encourage businesses to make healthy food options available 24 hours a day, including to help shift workers who may be at risk of being unable to access a healthy diet whilst at work.

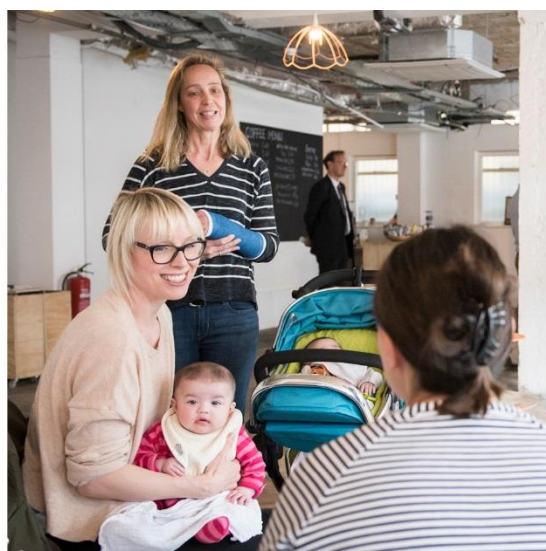
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<sup>25</sup> <https://www.gov.uk/government/publications/a-plan-for-public-procurement-food-and-catering-the-balanced-scorecard>

# 4- GOOD FOOD FOR MATERNITY, EARLY YEARS, EDUCATION AND HEALTH

## Aim

Using good food to help give Londoners the best possible start to life



London's maternity services, health and social care workforce, early years' settings and schools have a crucial role to play in helping to improve London's food system. They can help to foster an appreciation of eating well for a new generation of young Londoners by promoting and supporting breastfeeding and introducing infants, children, new families and carers to good, healthy food. Good food is also key to improving dental health in children, which is a growing concern as a quarter of 5-year olds have tooth decay when they start school<sup>26</sup>.

In maternity and early years settings, supporting good maternal health is fundamental to positive pregnancy outcomes, healthy infants and young children. Signposting to practical nutritional advice for families planning a pregnancy and pregnant women is essential. Healthy Start vouchers<sup>27</sup> provide valuable financial support for low-income families but uptake of the vouchers varies considerably and many eligible parents do not apply.

Promoting good food in education is vital in continuing an appreciation of eating well. London has the highest level of child obesity in England. Over 38 per cent of London's 10-11-year olds are overweight or obese compared to 34 per cent nationally<sup>28</sup>. The food environment that children live in and are surrounded by, including around their schools, exacerbates this issue.

Children growing up in the most deprived areas of London are twice as likely to leave primary school obese as their peers in the least deprived areas<sup>29</sup>. The Mayor will promote the benefits of free school meals for all children. Child obesity damages lives, widens inequalities, drains NHS resources and harms London's economic prospects. We need to reverse the trend and reduce the rate of child obesity within the next ten years. This is a challenging ambition but it would make us one of the first cities in the world to make this important change for its citizens.

Once young Londoners leave education they should have a knowledge and appreciation of what good food is that will sustain them for the rest of their lives. However, people's purchasing and eating behaviour is influenced by the food around them and unhealthy food is currently too often the easy choice. Large portions of foods that are high in calories, salt, fat and sugar are cheap and too widely available, leading to Londoners developing unhealthy habits. London's food environment needs to change to ensure healthy choices are easier to make. Schools, local authorities and the NHS all need help to inspire and engage children and parents to make positive changes to their diets and food habits.

Positive change is happening through initiatives such as Sugar Smart UK, the Local Government Declaration on Sugar Reduction and Healthier Food and the Mayor's Healthy Schools London<sup>30</sup>, Healthy Early Years London<sup>31</sup> and Healthy Workplace Charter. Public Health England will work with the Mayor's Child Obesity Taskforce in areas including work with hot food takeaways, cash-and-carry operators and convenience stores to improve access to affordable healthier food, but more can be done.

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<sup>26</sup> <https://www.gov.uk/government/publications/health-matters-child-dental-health/health-matters-child-dental-health>

<sup>27</sup> <https://www.healthystart.nhs.uk/>

<sup>28</sup> National Childhood Measurement Programme 2016-17

<sup>29</sup> National Childhood Measurement Programme 2016-17

<sup>30</sup> <http://www.healthyschools.london.gov.uk/>

<sup>31</sup> <https://www.london.gov.uk/what-we-do/education-and-youth/support-families-and-early-years/early-years-and-childcare>

**Good food in maternity, early years, education and health – what you can do**

- **If you are eligible for Healthy Start vouchers ask your health visitor about applying for them to support your family to eat well.**
- **Take an interest in the food your child eats at school and if eligible, apply for Free School Meals.**
- **Encourage your local school to work towards a Healthy Schools London Award and introduce whole-school food policies.**

**What the Mayor will do to deliver change**

1. Convene a Child Obesity Taskforce to help address factors which have led to so many of London's children becoming overweight and obese.
2. Implement new policies such as the restriction on new hot food takeaways from being permitted to open within 400 metres of an existing or proposed primary or secondary school, included within the draft London Plan, to help reduce child obesity.
3. Support the Healthy Schools London programme, Healthy Early Years London programme and London Healthy Workplace Charter to help schools, early years settings and workplaces to provide healthier food.

**What the Mayor will do to support change**

1. Boost London's healthy food economy by £2.5 million a year, and increase the uptake of Healthy Start vouchers across London to 80 per cent of eligibility, to improve the nutritional health of pregnant women, and new families on low incomes.
2. Increase the prevalence of breastfeeding, encourage all London boroughs to become UNICEF UK Baby-Friendly Initiative accredited in maternity and community services.

**Not everything that can be done to improve good food in maternity, early years, education and health is within the Mayor's powers but we can work together with partners to achieve more.**

**Priorities to be led by external partners**

1. The Mayor will work with partners to lobby Government to help achieve a reduction in child obesity by building on the recommendations of the Childhood Obesity Plan and going further to make the food industry reduce salt, sugar and fat levels in food.
2. Schools, governors and educational charities should recommend that OFSTED adopt food as a key indicator of schools' and early years settings' performance. This will help ensure that all schools are incentivised to provide healthy food and that every opportunity to build food into learning opportunities and integrate food into the curriculum is taken.



3. Local authorities and third sector organisations should help school leadership teams adopt whole-school food policies to improve food culture, recognised and structured by working towards a Healthy Schools London Award and/or a Food for Life Schools Award. This should cover school meals, breakfast clubs, lunch boxes, food and health education, food growing and food citizenship, and other elements as appropriate.
4. Third sector organisations should work with London's local authorities and schools to increase the uptake of free school meals and consider extending eligibility to more families finding it hard making ends meet.
5. Third sector organisations should work with GPs, dentists, maternity services and health visitors to support eating well in pregnancy, providing practical food and nutrition resources accessible by health professionals and women in the community.
6. Public Health England should work with the Child Obesity Taskforce in developing a business case to show businesses how and why to switch to healthier options.



# 5- GOOD FOOD GROWING, COMMUNITY GARDENS AND URBAN FARMING

## Aim

Promoting the multiple benefits of food growing for individuals and communities





The importance of food growing in community gardens, allotments, urban farms and other spaces in London cannot be overstated. In addition to the environmental benefits of urban food growing, knowing how food is grown is a key part of building people's skills. Food growing can bring many benefits to individuals and communities. It can bring communities together, help people make new friends, make areas safer and healthier, and provide training which can lead to employment and improve physical and mental wellbeing.

In the last ten years the number of growing spaces in London and the number of people they have engaged has grown significantly. More than 2,700 new gardens have been set up in London as part of the Capital Growth network, with over 200,000 Londoners involved so far<sup>32</sup>. These gardens (which are in addition to hundreds of other allotments across London<sup>33</sup>) cover at least 79 hectares and are a vital part of the green network in London. As a result, London has one of the most thriving urban food growing networks in the world. These green spaces are in schools, housing estates and parks as well as on the peri-urban fringe. They support people to engage with nature, regenerate public land that might otherwise be neglected and produce locally grown food.

Urban farming and food growing projects also help to create social enterprises, boosting local economies and providing jobs and training. There are inspirational examples of this all over the capital, including Forty Hall Farm, Organiclea, Growing Communities Dagenham Farm, Sutton Community Farm, London Grown, Cultivate London and many others. It is important that green infrastructure is supported to enable this sector to continue to flourish.

By working with local authorities, private sector partners and food growing charities we can support urban farming and help all Londoners access community gardens so that the multiple benefits of food growing for both communities and individuals are realised.

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<sup>32</sup> <http://www.capitalgrowth.org/>

<sup>33</sup> <https://data.london.gov.uk/dataset/allotment-locations>

### How you can improve food growing

- **Support food growing projects by buying from local box schemes and farmers' markets.**
- **Try growing your own food.**
- **Volunteer at food growing projects.**
- **Ask your school to sign up to the Food Growing Schools London initiative.**
- **Get involved in a local community food growing project, or set one up with friends.**

### What the Mayor will do to deliver change

1. Through proposals in the new draft London Plan, highlight the importance of and the potential for more land for food growing, encourage local authorities to protect existing food growing spaces including allotments and encourage the provision of food growing spaces within new housing developments.
2. Promote urban greening, and ensure community food-growing spaces and areas for urban farming are integrated into new developments covered by London's planning authorities through the new draft London Plan.
3. Continue to support the Capital Growth programme and other food growing networks to help promote the health, economic, environmental and community benefits of food growing.
4. Promote the contribution that food growing plays in providing skills and engagement which can increase social enterprise and job creation in the food sector, such as via Sustain's Roots to Work programme.
5. Use the Growth Fund to invest in green infrastructure for the emerging urban farming sector to help London become a leader in urban agriculture and green circular economy jobs.

### What the Mayor will do to support change

1. Protect and promote land and facilities for food growing, and encourage better use of urban space for food growing – for example, aquaponics and vertical growing – through supplementary planning guidance and local authority core strategies.
2. Use food to improve Londoners' physical and mental well-being by using the London Food Board to explore the potential for health care professionals to increase the number of social prescriptions for fruit and vegetables and referrals to community food growing schemes.



**Not everything that can be done to improve good food growing is within the Mayor's powers but we can work together with partners to achieve more.**

**Priorities to be led by external partners**

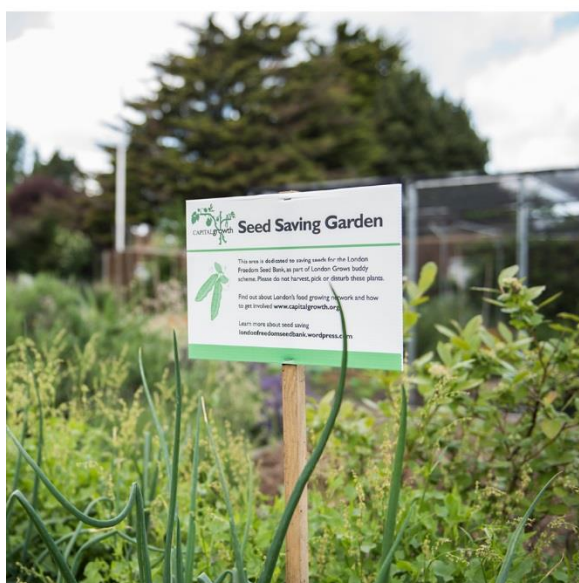
1. Local authorities and partners should continue to promote planting of fruit and nut trees in parks, green spaces, institutional grounds and streets following the inspiration of The Regent's Park Allotment, Growing Communities' Dagenham Farm and others across London.
2. Businesses and local authorities should consider how to link with local food growers so they can sell their produce.
3. Businesses and local authorities should sign up to growing projects such as Capital Growth which provide access to land and opportunities to fund projects, work with social housing, commit to community food growing within council planning policy and support related projects such as Food Growing Schools London.



# 6- GOOD FOOD FOR THE ENVIRONMENT

## Aim

Reducing the environmental impact of our food system by making it more efficient and less wasteful





Food is estimated to contribute 30 per cent to the UK's overall consumption related Global Greenhouse Gas emissions<sup>34</sup>, mainly because of the type of food eaten and the way it is farmed. With London's population forecast to continue to increase, it is essential that London uses food to mitigate the impact of this increase. The way the food system works is a major determinant of London's air quality and we must work to achieve a more efficient and consolidated transport network related to food supply and food shopping.

Agriculture currently accounts for 10 per cent of GHGs in the UK<sup>35</sup>. The diet we choose and our farming practices have a major impact on the environment. By 2050, global demand for food will increase by 70 per cent<sup>36</sup>, which will be largely met by the intensification of farming including increasing food grown for animal feed.

Climate change means that weather-related shocks are increasing and subsequent harvest failures are likely to be more frequent, with knock-on effects for food prices. We need to learn more about how to increase our food system's resilience.

It is not only the process of growing food that harms the environment but the whole supply chain, from the delivery vehicles that transport food to the plastic packaging we receive it in and the unused food that we throw away. These and other conflicting pressures on the food system mean that a coherent food policy approach is more important than ever.

As Londoners, we can help reduce the impact of food by making changes to what we eat. Huge reductions in our carbon footprint could be achieved through encouraging a food system based on local, seasonal, sustainably-sourced food. The adoption of PHE Eatwell Guide standards would lead to a 30 per cent reduction in CO<sub>2</sub>e GHGs<sup>37</sup>.

There are great opportunities to benefit from emerging technologies. London's global food supply chains mean that food is a key component of London's emerging low carbon circular economy. Through procurement, consumption, food growing and innovation London has the potential to deliver extensive changes to the food system. Implementing these changes could generate an additional £2-4bn GPD per year by 2036<sup>38</sup>.

Work piloted with the support of the GLA and partners through projects such as TRiFOCAL<sup>39</sup> and FoodSave<sup>40</sup> helped pioneering food businesses contribute to a low carbon circular economy. There are considerable opportunities to reduce food waste to mitigate climate change and to create jobs and enterprise in the low carbon food and farming sector.

As part of the international food policy networks to which London belongs, we will work with C40 Cities and others to launch pilot projects aimed at promoting healthier and more sustainable food choices and eating behaviours. This will meet multiple goals including diversifying available food choices; raising awareness among food providers and consumers of the importance of choosing more sustainable options; and generating evidence of what works well.

<sup>34</sup> Audsley, E., Brander, M., Chatterton, J., Murphy-Bokern, D., Webster, C., and Williams, A. (2009). *How low can we go? An assessment of greenhouse gas emissions from the UK food system and the scope to reduce them by 2050*. WWF-UK.

<sup>35</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/666073/agriclimate-8edition-8dec17.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/666073/agriclimate-8edition-8dec17.pdf)

<sup>36</sup> [http://www.fao.org/fileadmin/templates/wsfs/docs/expert\\_paper/How\\_to\\_Feed\\_the\\_World\\_in\\_2050.pdf](http://www.fao.org/fileadmin/templates/wsfs/docs/expert_paper/How_to_Feed_the_World_in_2050.pdf)

<sup>37</sup> <https://www.gov.uk/government/publications/the-eatwell-guide>

<sup>38</sup> [https://www.lwarb.gov.uk/wp-content/uploads/2015/12/LWARB-circular-economy-report\\_web\\_09.12.15.pdf](https://www.lwarb.gov.uk/wp-content/uploads/2015/12/LWARB-circular-economy-report_web_09.12.15.pdf)

<sup>39</sup> [http://www.wrap.org.uk/TRiFOCAL\\_PR](http://www.wrap.org.uk/TRiFOCAL_PR)

<sup>40</sup> <http://www.foodsave.org/>

**Good food and the environment – what you can do**

- **Reduce and recycle your food waste**
- **Lobby your local authority and councillors for a separate food waste collection service**

**What the Mayor will do to deliver change**

1. Promote the Courtauld 2025 commitment to make the food system more sustainable from producer to consumer, and work with WRAP and LWARB to help achieve their targets in London to cut food waste and associated GHGs in London by 20 per cent per person by 2025.
2. Assess London's food security, to help improve London's resilience to potential shocks which could destabilise food supplies.
3. Explore the feasibility of reducing plastic packaging waste by encouraging the use of reusable water bottles and more widespread provision of free drinking water across London.
4. Build upon best practice from programmes such as the FoodSave programme, funded by GLA and LWARB, to prevent food waste in London going to landfill or incineration.
5. Lead the debate on how to promote a more efficient and low-carbon food transport network via the Mayor's Transport Strategy and Vision for a 24-Hour City.

**What the Mayor will do to support change**

1. Support initiatives with restaurants and others to engage chefs, food buyers and customers with the provenance, values and environmental impact of food choices.
2. Tackle the contribution of food to climate change by encouraging all London public sector institutions to promote more plant-based, seasonal and locally-sourced foods which will produce measurable reductions in GHG emissions.
3. Encourage local authorities to offer better waste recycling services across London, including separate food waste collections, to help meet the 65 per cent overall municipal waste recycling target.

**Not everything that can be done to improve good food in the environment is within the Mayor's powers but we can work together with partners to achieve more.**

**Priorities to be led by external partners**

1. Local authorities and businesses should work with the London Climate Change Partnership to measure the resilience of London's food system and devise multi-partner, cross-sector policies to increase that resilience.



2. Local authorities and businesses should work with the London Waste and Recycling Board (LWARB), Resource London, waste authorities and others to support programmes including Love Food Hate Waste and TRiFOCAL. This will help Londoners and businesses reduce food waste in line with UN Sustainable Development Goal 12.3 and ensure unavoidable food is diverted to useful purpose, in line with the Food Waste Hierarchy<sup>41</sup>.
3. Local authorities and businesses should consolidate food's role as a key part of the circular economy by increasing the value of food waste and food surplus through new technology to result in better redistribution to those in need.
4. Local authorities should use public procurement powers to encourage local food production and reduced food waste, including reducing single-use disposable food packaging in London.

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<sup>41</sup> [http://www.wrap.org.uk/sites/files/wrap/image/Food\\_and\\_Drink\\_hierarchy.jpg](http://www.wrap.org.uk/sites/files/wrap/image/Food_and_Drink_hierarchy.jpg)

# Annex 1: Glossary A - Z

## **Boroughs**

Usually used to refer to all 32 London boroughs and the City of London. The boroughs are the principal local authorities in London and are responsible for running most local services in their areas, such as schools, social services, waste collection and roads.

## **Child Obesity**

A condition in which a child has an abnormally high amount of body fat. It is measured by comparing a child's Body Mass Index (BMI) with the population average, taking into account the child's age, sex and height.

## **Circular economy**

An economic model in which resources are kept in use at the highest level possible for as long as possible in order to maximise value and reduce waste, moving away from the traditional linear economic model of 'make, use, dispose'.

## **C40 Cities Food System Network**

A network that works in conjunction with the EAT Initiative to help member cities develop sustainable practices that result in carbon reductions, enhanced climate resilience and greater health equity and sustainability across four key areas: food procurement, food production, food distribution and food waste.

## **Climate change**

A large-scale, long-term shift in the planet's weather patterns or average temperatures. Characterised by higher temperatures, sea level rise, changing rainfall, and more frequent and severe extreme weather.

## **Disadvantaged groups**

Groups of people that experience a higher risk of poverty, social exclusion, discrimination and violence than the general population. Disadvantaged groups include, but are not limited to, ethnic minorities, migrants, people with disabilities, isolated elderly people and children. Their vulnerability to discrimination and marginalisation is a result of social, cultural, economic and political conditions and not a quality inherent to certain groups of people.

## **Diversity**

Recognising, respecting and valuing a wide set of differences and understanding that the opportunities we get are impacted by characteristics beyond those protected by legislation like class, family background, political views, union membership etc.

## **Early years**

The period from a child's birth through to the age of five.

**Early years settings**

Establishments which offer provision to the 0-5 age group; e.g. childminders, crèches, nurseries, children's centres, nursery schools and schools with nurseries.

**Food insecurity**

The state of a person or household being, or at risk of being, without reliable access to a sufficient quantity of affordable, nutritious food.

**Food system**

A catch-all term for the way food works for Londoners and businesses. It includes the contribution of food businesses to London's economy, the role of the built food environment which Londoners experience (e.g. lack of access to healthy food, widely visible unhealthy advertising, London's varied food cultures), and the contribution of food to Londoners' health, amongst many other things.

**Good Growth**

Growth that is socially, spatially and economically inclusive, brings the best out of existing places, benefits existing communities, involves citizens in the way their city changes, and makes London healthier, safer and more prosperous for Londoners.

**Good Work Standard**

The Mayor's vision for a new compact, or agreement, with London's employers. It aims to promote fair pay, excellent working conditions, diversity and inclusion, good work-life balance, health and wellbeing, opportunities for professional development and lifelong learning, and employee voice and representation in London's workplaces.

**Greater London**

The geographical area encompassed by the 32 London boroughs and the City of London.

**Greater London Authority (GLA)**

The top-tier administrative body for Greater London, consisting of a directly elected executive Mayor of London and an elected 25-member London Assembly with scrutiny powers.

**Greening**

The improvement of the appearance, function and wildlife value of the urban environment through soft landscaping.

**Greenhouse gas (GHG)**

Any gas that induces the greenhouse effect, trapping heat within the atmosphere that would normally be lost to space, resulting in an increase in average atmospheric temperatures, contributing to climate change. Examples include carbon dioxide, methane and nitrous oxides.

**Green spaces**

Areas of vegetated land, such as parks, gardens, cemeteries, allotments and sports fields, which may or may not be publicly accessible. Together, these spaces help to form London's green infrastructure space network.

**Healthy Early Years London (HEYL)**

An awards scheme funded by the Mayor of London that supports and recognises early years setting achievements in child health, wellbeing and readiness for school.

**Healthy Schools London (HSL)**

An awards scheme funded by the Mayor of London that supports and recognises school achievements in pupil health and wellbeing. HSL focuses on the whole child and gives schools a framework for their activity with pupils, staff and the wider community. HSL promotes a whole school approach across four themes: healthy eating, physical activity, emotional health & wellbeing and Personal Social Health Education (PSHE) [www.healthyschools.london.gov.uk/](http://www.healthyschools.london.gov.uk/)

**HFSS Foods**

HFSS products are food and soft drink products that are high in fat, salt or sugar as identified by the Department of Health's nutrient profiling model.

**Kitchen Social**

An initiative delivered by the Mayor's Fund for London which aims to support 330 community organisations across London develop a healthy food and social development offer during the school holidays to combat hunger during the school holidays and social isolation.

**LEAP / London Economic Action Partnership**

The Local Enterprise Partnership for London. Local Enterprise Partnerships are voluntary partnerships between the public and private sector set up in 2011 by the Government to help to determine local economic priorities and to lead economic growth and job creation in their area.

**Local authorities**

See 'Boroughs'.

**London**

Shorthand for Greater London.

**Londoners**

Permanent and temporary residents of London and, where also applicable, commuters from outside London, visitors and tourists.

**London Borough Local Plans**

Local Plans set out a vision and framework for the future development of an area, addressing needs and opportunities in relation to housing, the economy, the environment, design, community facilities and infrastructure. They also a critical tool in guiding decisions about individual development proposals such as food outlets.

**London Councils**

A cross-party organisation that represents and works on behalf of London's 32 councils and the City of London.



**London Environment Strategy**

This document brings together approaches to every aspect of London's environment to help tackle a host of environmental challenges including toxic air, noise pollution, the threat to our green spaces, and the adverse effects of climate change which all pose major risks to the health and wellbeing of Londoners.

**London Fire and Emergency Planning Authority (LFEPA)**

A functional body of the GLA, with the principal purpose of running the London Fire Brigade.

**Local Government Declaration on Sugar Reduction and Healthier Food**

An initiative promoted by Sustain to help London local authorities tackle the proliferation and marketing of unhealthy food and drinks. By signing the declaration, a local authority commits to taking at least six different actions across areas: tackling advertising and sponsorship, improving the food controlled or influenced by the council, reducing prominence of sugary drinks and promoting free drinking water, supporting businesses and organisations to improve their food offer, holding related public events and raising public awareness.

**London Health Inequalities Strategy**

This document outlines the main issues that lead to inequalities in the health of different groups of Londoners, and a set of aims for reducing them. It outlines the Mayor's role, but also how other organisations working in health in London can work together to ensure that all Londoners can benefit from a healthy lifestyle.

**London Healthy Workplace Charter**

The Mayor's free accreditation scheme which supports and rewards employers for investing in workplace health and wellbeing. It provides a series of standards for workplaces to meet in order to guide them into creating healthier workplaces.

**London Legacy Development Corporation (LLDC)**

A Mayoral Development Corporation responsible for delivering development in the Queen Elizabeth Olympic Park.

**London Living Wage**

The London Living Wage is an hourly rate of pay calculated to give a worker in London and their family enough to afford the essentials and to save. At the date of this publication, the London Living Wage is £10.20. The rate is calculated annually by the Resolution Foundation and overseen by the Living Wage Commission, based on the best available evidence about living standards in London.

**London & Partners**

The Mayor of London's official promotional agency which promotes London internationally and domestically as the best city in the world to work, invest, trade and study.

**London Plan**

The Mayor's Spatial Development Strategy for London.

**London Waste and Recycling Board (LWARB)**

A statutory body, chaired by the Mayor of London or his representative, which brings together London's waste stakeholders and a range of partners to transform the management of waste in the capital.

**Low carbon economy**

A functioning economy that continues to minimise the carbon intensity of the activity that drives it.

**Low income**

Having a household income lower than 60 per cent of the average (median) household income (note this covers all forms of income – wages, benefits, dividends etc).

**Mayor's Culture Strategy**

The Mayor's plan to secure London's cultural venues, institutions and the infrastructure necessary to support core culture and community arts programmes.

**Mayor's Fund for London**

A social mobility charity, of which the Mayor is a patron, which delivers a range of programmes and initiatives that empower young Londoners from disadvantaged backgrounds to acquire the skills and opportunities they need to secure employment, climb the career ladder and escape the threat of poverty.

**Mayor's Office for Policing and Crime (MOPAC)**

A functional body of the GLA responsible for overseeing the Metropolitan Police Service.

**Mayor's Transport Strategy (MTS)**

The Mayor's 25-year plan for London's transport system. This plan guides Transport for London and London boroughs in their transport policies and investments.

**Older people**

Refers to people over 50, but also recognises that those above retirement age and those over 70 may have particular requirements that need to be addressed.

**Overweight**

People with a Body Mass Index (weight in relation to height) which is higher than is considered healthy

**Peri-urban fringe**

Peri-urban areas result from the process of peri-urbanisation. They can be defined as a zone where urban and rural uses mix and often clash.

**Poverty**

Defined relative to the standards of living in a society at a specific time. People live in poverty when they are denied an income sufficient for their material needs and when these circumstances exclude them from taking part in activities that are an accepted part of daily life in that society.

**Public Health England (PHE)**

An executive agency of the Department of Health. It exists to protect and improve the nation's health and wellbeing, and reduce health inequalities.

**SME (Small or Medium Sized Business)**

A small business is one that has a turnover of not more than £6.5 million, a balance sheet total of not more than £3.26 million and not more than 50 employees. A medium-sized company has a turnover of not more than £25.9 million, a balance sheet total of not more than £12.9 million and not more than 250 employees.

**Social prescriptions**

A way of linking people to sources of support within the community. It is mainly used by GPs, nurses and other health care professionals to refer people to a range of non-clinical services and activities in the community to address people's social, financial or emotional needs. Social prescriptions for food can be used to tackle hunger and malnutrition for those living in food poverty.

**Sugar Smart**

A national campaign run by Sustain and Jamie Oliver which encourages public, private and third sector organisations to sign up and pledge to help reduce the amount of sugar we all consume. Local authorities, schools, hospitals, businesses and community groups that have signed up are taking a range of actions from promoting free drinking water to banning price promotions on sugary foods and drinks.

**The Courtauld Commitment 2025**

(C2025) is a key initiative for London and the UK to significantly cut food waste. It is a voluntary agreement that brings together organisations across the food system, from producer to consumer, to make food and drink production and consumption more sustainable. It sets a target of 20 per cent reduction in food and drink waste and the associated GHG emissions per person by 2025.

**TRiFOCAL (Transforming City Food Habits for Life)**

A London-wide behaviour change initiative which aims to save Londoners £330m by reducing avoidable food waste, increasing awareness healthy eating and promoting sustainable practices. The initiative is led by Resource London - the partnership between WRAP and LWARB - together with Groundwork London.

**Waste**

Any substance or object which the holder discards, intends to discard or is required to discard. Food waste or food loss is food that is discarded or lost uneaten. The causes of food waste or loss are numerous, and occur at the stages of production, processing, retailing and consumption.

## Annex 2: Our definition of good food

- **Healthy, nutritious and appropriate** to all cultures and needs. It includes fruit, vegetables, pulses and wholegrain foods; less saturated fat, salt, sugar and unnecessary additives; healthier cooking oils; appropriate portion sizes; and easy-to-understand nutrition and calorie information.
- **Fair, inclusive and accessible** so that disadvantaged and vulnerable people enjoy the benefits of eating well. It promotes decent working conditions and fair treatment of food producers and suppliers. It champions Fairtrade, the London Living Wage and the Mayor's Good Work Standard, which build momentum towards a fairer and more inclusive London.
- **Skilled and profitable**, supporting entrepreneurs, social enterprises and workers to grow, distribute, process, cook, trade and serve good food. It encourages people and businesses to buy from smaller, local and varied enterprises diversify the supply chain to help newcomers enter the market.
- **Planet-friendly and humane**, promoting optimum standards of animal feeding practices; supporting farmers who raise livestock to demonstrably higher standards of environmental protection and animal welfare such as LEAF-Marque, RSPCA Assured and Organic; use of less but better-quality meat; and promotion of plant-based foods.
- **Sustainably produced** and prioritising British and seasonal food, including food local to London that meets higher ethical and environmental standards, reducing greenhouse gas emissions; antibiotic use in animals, and artificial inputs.
- **Safe**, with good traceability and safe handling throughout the food chain.
- **Celebrated** by engaging all Londoners in the enjoyable pursuits of food shopping, growing, cooking and eating together.



# Annex 3: Food that is good for people and the planet

The draft London Food Strategy commits the London Food Board to promote the following, noting that this list is illustrative, not comprehensive:

- The Sustainable Food Cities approach and network, with the Greater London Authority and London Food Board being a Silver Sustainable Food Cities Award winner in 2017 ([www.sustainablefoodcities.org](http://www.sustainablefoodcities.org)).
- National science-based healthy eating guidance and the Eatwell Plate published by Public Health England ([www.gov.uk/government/publications/the-eatwell-guide](http://www.gov.uk/government/publications/the-eatwell-guide)).
- For policies restricting promotion of less healthy foods and drinks, we follow the Ofcom definition of HFSS Foods that restricts advertising of such products to children ([www.ofcom.org.uk/\\_\\_data/assets/pdf\\_file/0024/31857/hfss-review-final.pdf](http://www.ofcom.org.uk/__data/assets/pdf_file/0024/31857/hfss-review-final.pdf)).
- First Steps Nutrition Trust, practical guidance on eating well in pregnancy and early years that is open access and used widely (<http://www.firststepsnutrition.org/>).
- Start4Life, support for good food and nutrition in Early years settings (<https://www.nhs.uk/start4life>).
- A ladder of environmental sustainability for food, in line with Government Buying Standards for food (<https://www.gov.uk/government/collections/sustainable-procurement-the-government-buying-standards-gbs>).
- Defra's Balanced Scorecard ([www.gov.uk/government/collections/food-buying-standards-for-the-public-sector-the-plan-toolkit](http://www.gov.uk/government/collections/food-buying-standards-for-the-public-sector-the-plan-toolkit)) and Food for Life Served Here standards ([www.foodforlife.org.uk/about-us/food-for-life-served-here](http://www.foodforlife.org.uk/about-us/food-for-life-served-here)), as well as the London 2012 Food Vision standards ([www.learninglegacy.independent.gov.uk/publications/london-2012-food-vision.php](http://www.learninglegacy.independent.gov.uk/publications/london-2012-food-vision.php)) for food served at the London 2012 Olympic and Paralympic Games.
- For farm produce, the standards above treat Red Tractor (<https://www.redtractor.org.uk/choose-site>) or equivalent as the minimum benchmark, encouraging an increasing proportion of food that meets higher standards such as Organic (<http://ofgorganic.org/>), LEAF-Marque ([www.leafuk.org](http://www.leafuk.org)) or Rainforest Alliance ([www.rainforest-alliance.org](http://www.rainforest-alliance.org)) certified produce, or produce from farms that are members of recognised environmental stewardship schemes. For fruit and vegetables, this also means promotion of British, seasonal and field-grown crops that do not need fossil-fuel heated greenhouses and which need fewer farm inputs.
- A ladder of animal welfare standards, in line with Government Buying Standards, Defra's Balanced Scorecard and the Food for Life Served Here standards, as well as the London 2012 Food Vision standards for food served at the London 2012 Olympic and Paralympic Games. This means cage-free or free-range eggs, and Red Tractor assured livestock produce as the minimum benchmark, and encouraging an increasing proportion of food

that meets higher standards such as LEAF-Marque, RSPCA Assured ([www.rspcaassured.org.uk](http://www.rspcaassured.org.uk)) and Organic. It also means prioritising livestock products raised without routine preventative use of antibiotics ([www.saveourantibiotics.org](http://www.saveourantibiotics.org)).

- Only verifiably sustainable fish, in line with Government Buying Standards, Defra's Balanced Scorecard and the Food for Life Served Here standards, as well as the London 2012 Food Vision standards for food served at the London 2012 Olympic and Paralympic Games and the Sustainable Fish Cities pledge ([www.sustainablefishcities.net](http://www.sustainablefishcities.net)). Recognising the critical status of the world's fish stocks, this means excluding the worst (red-rated 5 by the Marine Conservation Society - [www.goodfishguide.org](http://www.goodfishguide.org)); promoting the best (green-rated 1 or 2 by the MCS) including Marine Stewardship Council ([www.msc.org](http://www.msc.org)) certified marine fish, and Organic, RSPCA Assured or Aquaculture Stewardship Council ([www.asc-aqua.org](http://www.asc-aqua.org)) certified farmed fish; and improving the rest (amber-rated 3 or 4 by the MCS).
- The London Living Wage, which is calculated annually by the Resolution Foundation and overseen by the Living Wage Commission, based on the best available evidence about living standards in London and the UK ([www.livingwage.org.uk/calculation](http://www.livingwage.org.uk/calculation)).
- Fairtrade certified products, which guarantee better prices, decent working conditions and a fairer deal for farmers and workers in developing countries ([www.fairtrade.org.uk](http://www.fairtrade.org.uk)).
- Food safety accredited by robust industry schemes or independent assurance, such as Red Tractor and SALSA ([www.salsafood.co.uk](http://www.salsafood.co.uk)).
- The Food Waste Hierarchy, devised and published by Feedback: the global food waste campaign and adopted by the Greater London Authority to guide policy and action on food waste ([www.feeding5k.org/businesses+casestudies.php](http://www.feeding5k.org/businesses+casestudies.php)).
- This Strategy supports the ethos of the Sustainable Development Commission's architecture to address food system issues of quality, health, social and cultural values, environment, socially-just economics and good governance.

# Annex 4:

## The London Food Board



The London Food Board (LFB) consists of 19 individuals who advise the Mayor of London and the GLA on the food matters that affect Londoners. Membership is made up of leaders from sectors spanning the breadth of the food system who reflect the diversity and dynamism of London.

Members hail from roles in food production, retail, hospitality, healthcare, education, academia and the third sector. They meet quarterly to help the Mayor tackle the underlying issues in London's food system and have worked closely with the Mayor and officers managing the Mayor's food programme to inform the development of this draft London Food Strategy so that it can deliver social and economic benefits for all Londoners.

The Boroughs Food Group, a sub-group of the London Food Board, also meets quarterly at City Hall to discuss the latest updates and opportunities in the world of food policy. It is attended by key external stakeholders representing London's local authorities, national bodies and third sector organisations. The group shares best practice and supports discussions on how everyone can work together to tackle the issues facing London's food system – from child obesity and food waste to improving access to healthy and sustainable food, particularly for disadvantaged communities.

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Greater London Authority  
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