



GOOD FOOD FOR CAMDEN

THE HEALTHY AND SUSTAINABLE FOOD STRATEGY, 2009-2012

Evidence from various respectable scientific sources support the 5 A DAY approach to prevent illness and maintain health. However, a recent NHS Camden lifestyle survey found that only 32 per cent of Camden adults eat the recommended amount of fruit and vegetables.

NHS Camden, Camden Council and Sustain have come together with partners in the community, voluntary and business sector to develop the **Good Food for Camden** strategy, which aims to make Camden a healthier place in which to live and work. The role of NHS organisations, local authorities and voluntary sector organisations in supporting and promoting a healthier food economy is highlighted in 'Healthy Weight, Healthy Lives'¹, a cross-government strategy for England.

We are all aware of the negative effects which result from the way we currently produce, buy and eat our food. Climate change and unnecessary food and packaging waste all play a significant role in contributing to poor diet and therefore poor health in adults and children. This is particularly evident in different parts of the borough.

The intention of the Good Food Strategy is to introduce a healthy and environmentally-friendly food system in Camden. We want to improve access to healthy, affordable and locally grown food. This will help us to address obesity and health inequalities.

This strategy suggests how working together, these key health challenges can be overcome by the promotion of, and access to, healthy food for all Camden residents.

We welcome this opportunity to work with council colleagues, the voluntary sector and community groups to make healthy and sustainable food a part of every Camden resident's daily life.



John Carrier
NHS Camden Chair

Camden's Sustainable Community Strategy (2009 – 2012) sets out the council's vision to be a 'borough of opportunity for all' by 2012. In partnership with NHS Camden the Good Food for Camden strategy has been developed with the aim of not only improving the environmental sustainability but also the healthiness of food brought into, eaten and disposed of in Camden.

It is estimated that between 20 and 30 per cent of the UK's greenhouse gas emissions are associated with food and how we get it from 'farm to fork'. So there is scope to achieve significant environmental benefits locally by improving the sustainability of Camden's food system.

The development of Good Food for Camden comes at a time when public interest in food, where it comes from and how much it costs, has never been higher. At a time of global recession, the prospect of higher food prices and uncertain food security for London is a daunting one.

Residents are increasingly interested in 'growing their own' to save money and increase access to the freshest of produce which reflects the cultural diversity of the borough. Food businesses have expressed a desire to enhance the health and sustainability of the food they supply to meet an increasing

demand from customers. Public sector organisations such as the council and NHS Camden are recognising their role in helping to meet these challenges.

Delivering Good Food for Camden and fulfilling the wider vision of making Camden 'a low carbon and low waste borough' can only be achieved through working in partnership towards a healthier and more sustainable food system for Camden.



**Councillor
Keith Moffitt**
Leader of Camden
Council and Chair of
Camden's Local Strategic
Partnership (LSP)



**Councillor
Chris Knight**
Executive Member
Environment and
Hampstead Town Ward
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INTRODUCTION

Camden's interest in Good Food comes at an important time, when public concerns about food issues have never been greater. The world is in the midst of a recession. Health issues associated with a poor diet, such as obesity and heart disease, continue to pose serious problems – particularly for communities living on a low income. The UK also urgently needs to reduce its greenhouse gas emissions, dependence on oil, and wasteful water use – not least in the food system. These are major challenges that Camden can play its part in addressing.

NHS Camden and the council have important roles to play in improving the nutritional quality, accessibility, affordability and sustainability of food for the borough – especially for vulnerable, disadvantaged and lower income communities. Both organisations are leading members of Camden's Local Strategic Partnership (LSP) and have a strong commitment to Camden's Sustainable Community Strategy.

Camden's Sustainable Community Strategy is a partnership document which sets out a clear vision for Camden to be a borough of opportunity for all by 2012. NHS Camden and the Council's commitment to ensuring this vision becomes a reality is a key factor in the development of a more healthy and sustainable food system for the borough through the implementation of the Good Food for Camden strategy.



WHAT WE MEAN BY GOOD FOOD

‘Good Food’ is food that is healthy, of good quality, nutritious, affordable, and sustainable, thereby contributing to reducing health inequalities whilst also minimising environmental impact. This will equate to nutritionally balanced meals using fresh, locally grown or reared seasonal produce.

A healthy diet consists of consuming a wide variety of nutritious foods each day, while eating only small amounts of foods high in fat (especially saturated), salt and sugar. A healthy balanced diet is based on a variety of foods from the five food groups in the Food Standards Agency’s (FSA) Eatwell Plate (see appendix 1 page 42). Therefore Good Food will equate to nutritionally balanced meals using fresh, locally grown or reared seasonal produce.

Put simply, ‘sustainable food is food that meets the needs of the present without compromising the ability of future generations to meet their own needs’². Sustainable food is bought, consumed and prepared with as little impact on the environment as possible, for a fair price; makes a positive contribution to the local economy; is grown locally, in season, and fairly traded; and is grown according to audited criteria that includes the environment, ethical trading and animal welfare.

Unsustainable food is likely to be: highly processed; transported long distances unnecessarily; grown in heated and or artificially lit greenhouses; grown or reared using chemicals unnecessarily; not



likely to return a good livelihood for the people producing it, but this is not an exhaustive list. These types of processes cause damage to people, animals and the environment and typically rely heavily on non-renewable resources such as oil and coal.

For more details on what is meant by ‘Good Food’, see:

- the Food Standards Agency’s Eatwell website:
www.eatwell.gov.uk/healthydiet/eatwellplate
- Sustain’s sustainable food guidelines:
www.sustainweb.org/sustainablefood



CAMDEN'S POPULATION AND ITS CHALLENGES

Camden is a vibrant and diverse inner-London borough with an estimated population of 231,900*. In addition, a quarter of a million people work in Camden every day and hundreds of thousands of visitors come every year. The number of visitors and people travelling through the borough has intensified even further since November 2007 when Camden became the gateway to Europe after the opening of the Channel tunnel rail link.

Camden has some of the most affluent and deprived areas in the UK. The borough has high population mobility and is the 57th most deprived of the 354 boroughs in England. Camden has marked inequalities in health, with male life expectancy varying by more than ten years across different wards. There is also a large number of homeless people and high levels of mental health issues.

Black and minority ethnic (BME) groups are estimated to make up 30 per cent of the borough's population. The largest BME group in Camden is Bangladeshis, who account for 6.3 per cent of Camden's population, followed by black Africans (6 per cent) and Irish (4.6 per cent). Camden's residents are comparatively young – only 10 per cent of the population are over 65+, while 42 per cent are aged between 20-29 years. This compares with national rates of 16 per cent and 28 per cent respectively.

* Corporate Area Assessment submission, May 2009

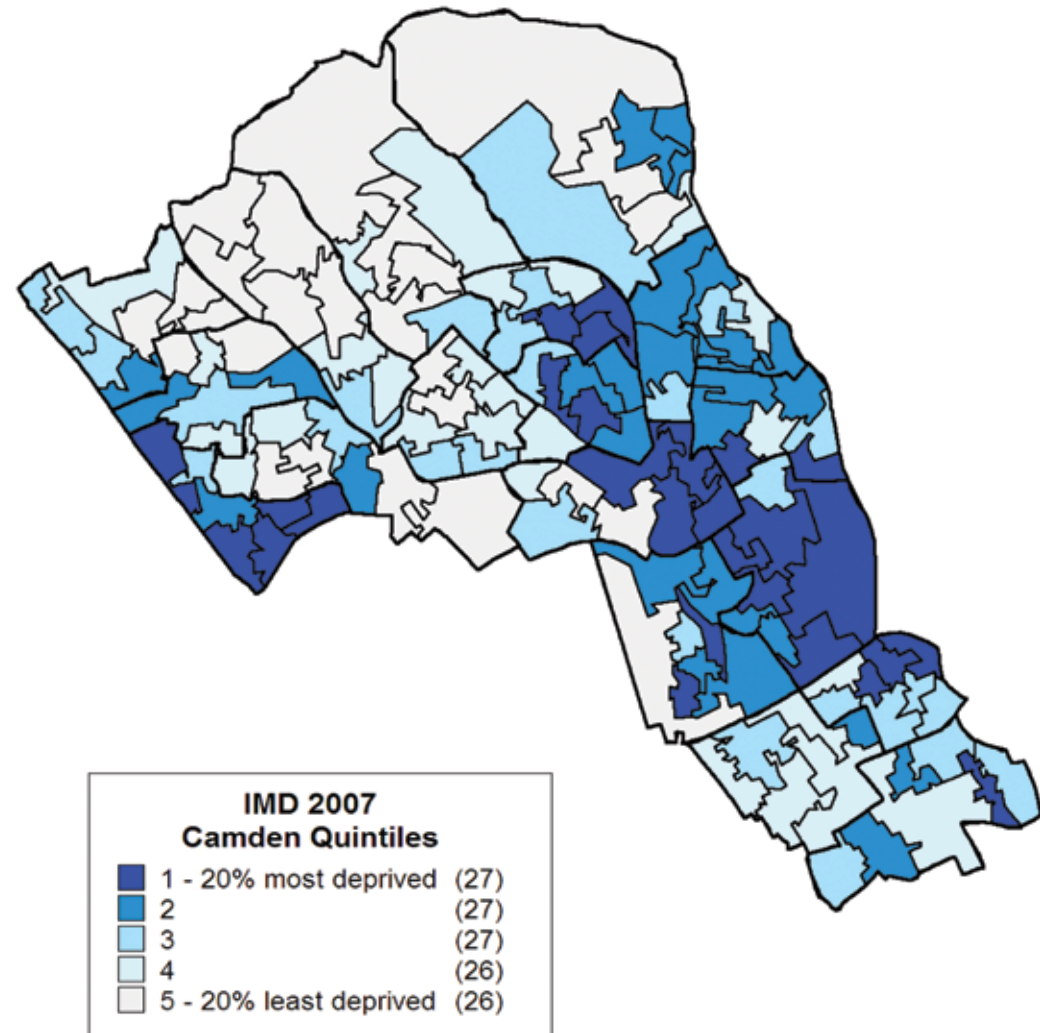
The latest projections suggest that the population of the borough is likely to grow, by up to 10 per cent over the next ten years if current trends continue*. There is projected to be a steady increase in the number of people aged 40-49 until 2014. An increase is then projected in the 50-59 age group after 2014.

Food and Deprivation

Deprivation is a key determinant of health. In the UK, people on lower incomes are more likely to suffer from diseases that are often associated with a poor diet, such as heart disease, cancers and stroke as well as being associated with poor oral health. Factors that can contribute to a poor diet among people on lower incomes include lack of money, inadequate shopping facilities, lack of knowledge and conflicting information about what constitutes a healthy diet.

Camden has significant income and health inequalities. The indices of deprivation diagram (Figure 1) highlights the parts of Camden that are among the most deprived 20 per cent in England.

Figure 1. Deprivation in Camden, Index of multiple deprivation 2007, local quintiles



* www3.camden.gov.uk/camdentgether/documents/Camdens-sustainable-community-strategy-2007-2012.pdf

GOOD FOOD FOR CAMDEN

The National Diet and Nutrition Survey (2004)³ shows that people living on low incomes eat significantly less fruit and vegetables than people on higher incomes. This is attributed to several factors e.g. lack of cooking skills and knowledge; lack of storage and cooking facilities for fresh food; lack of money; reduced availability of fresh foods locally; reduced access to transport; and physical barriers to making regular journeys to shops.

Estimates⁴ suggest that approximately 34 per cent of adults in Camden are expected to consume the recommended amount of five fruit and vegetables a day. A recent local lifestyle survey suggests that 32 per cent of Camden adults claim to eat the recommended amount. The survey confirms that manual workers are less likely to consume recommended five a day fruit and vegetables; men are less likely to consume the five a day than women, and younger and older groups are less likely to consume the recommended amount.

The survey also highlighted that some BME communities consumed less than the recommended five portions of fruit and vegetables. The 'Healthy Weight, Healthy Lives' (2008) strategy highlighted that for some BME communities, while cooking from scratch was widespread, cooking practices varied.

Recommendations from the report suggested that to effectively engage people, interventions should be culturally appropriate, for example, by sharing ideas about how to make traditional meals healthier.



GOOD FOOD, HEALTH AND THE ENVIRONMENT

There are clear links between a poor diet and obesity. In turn, being overweight or obese is associated with an increased risk of diabetes, cancer, and heart and liver disease, as well as other health problems. These illnesses place huge pressure on individuals and families and the NHS, with overall costs to society forecast to reach £50 billion per year by 2050⁵. In Britain, almost two-thirds of adults and a third of children are either overweight or obese⁶ and it is predicted that, without coordinated action, these figures will rise to over two-thirds of adults and two-thirds of children by 2050.

Data from the National Child Measurement Programme provides obesity rates for children within reception year and year six in Camden. The latest data (2007/08 school year) shows an obesity rate of 9.6 per cent at reception year. This is lower than both London and national averages, but levels of obesity are not exceptionally low. Camden ranks 72 out of 152 boroughs nationally for this age and these figures worsen by year six, where 22.1 per cent of Camden's children are obese (28th highest nationally).

NHS Camden and the Council aim to reduce the prevalence of obesity in children in year 6 to 21% by 2011.

Camden Local Area Agreement

The cross-government strategy 'Healthy Weight, Healthy Lives' (2008) focuses on reducing the proportion of overweight and obese children to 2000 levels by 2020. To help fulfill this ambition, the report focuses on five main policy areas:

- the healthy growth and development of children
- promoting healthier food choices
- building physical activity into our lives
- creating incentives for better health
- personalised advice and support

Improving access to healthy, sustainable, affordable and locally grown food has the potential to tackle entrenched problems of social and health inequalities as well as the looming obesity crisis. In addition, it would shift the focus from treating illness and more towards disease prevention, in line with Department of Health's key objectives⁷.

For more information on current NHS Camden and Camden Council initiatives on healthy eating see appendix 3 page 44.



A supermarket in Belsize Park

Achieving environmental sustainability

Our current food system is a significant contributing factor in climate change and generating unnecessary waste. It is estimated that between 20 per cent and 30 per cent of the UK's contribution to greenhouse gas emissions is caused by our food and drink⁸. 'The Food We Waste' report published in 2008 by the Waste and Resources Action Programme (Wrap) found that one third of the food bought in the UK is thrown away (6.7 million tonnes of food per year) equating to 18 million tonnes of carbon dioxide - generated during its production and disposal - being emitted unnecessarily each year.

Significant environmental benefits can be achieved by improving the sustainability of our food system. Thirty-three percent of Camden's domestic waste is made up of kitchen waste⁹. Camden already has ambitious targets to reduce carbon emissions and waste arising in the borough by 2011 including two National Indicators (NI191 and NI186)¹⁰ within Camden's Local Area Agreement.

As well as reducing food waste, significant reductions in greenhouse gases can be made by encouraging and supporting residents to make better informed choices when buying and eating food. Choosing locally grown food or food that is produced less intensively and with minimal use of damaging chemicals and fertilisers can help reduce the negative effects of food consumption.

Adapting to climate change in Camden

Even if all greenhouse gas emissions stopped today, around two degrees of average global warming can still be expected, as a result of historical emissions. This may sound like a relatively small change but it is likely that even this level of climate change will create hotter dryer summers and warmer wetter winters, and this has many implications for food brought into and consumed in Camden.

A changing climate will affect food storage systems and food hygiene during hot weather. It also has implications for food growing: warmer sunnier weather may extend growing seasons and allow for more exotic crops, but drought is more likely. Rainwater harvesting, efficient irrigation, prevention of water run off and planting more drought-resistant crops may all be necessary.

Camden's carbon dioxide emissions every year are equivalent to nearly one and a half million flights to New York or nearly nine tonnes per resident.

Camden's sustainable community strategy 2007-2012



NATIONAL AND REGIONAL STRATEGIES AND POLICIES

The London Food Strategy, 2006

The key themes identified in the Good Food for Camden strategy are aligned with the objectives of the London Food Strategy 2006*, which sets the agenda for London's work on food.

The vision of the London Food Strategy is that by 2016, London's residents, employees and visitors, together with public, private and voluntary sector organisations will:

- take responsibility for the health, environmental, economic, social, cultural and security effects resulting from the food choices that they make, and their role in ensuring that food and farming are an integrated part of modern life
- demonstrate respect for the many elements involved in the provision of their food, and respect fairly the environment, the people, the welfare of animals, the businesses and others involved in providing their food
- be more conscious of the resources used in growing, processing, distributing, selling, preparing and disposing of their food, and be more engaged in minimising any negative impact arising from this resource use

- benefit from the results of this effort, such that all Londoners have ready access to an adequate, safe, nutritious and affordable diet that meets their health, cultural and other needs, and better protects the environments in which we live and those which we visit.

The London Food Strategy and London Food Board also aim to protect and promote diverse food retail outlets, promote street markets and farmers' markets, and create a wealth of opportunities for food enterprises to flourish.

Other food strategies which have influenced the development of Good Food for Camden can be found in appendix 5 page 48.

* For details of the London Food Strategy, see: www.lfa.gov.uk/londonfood



Somers Town Community Centre

THE VISION

This strategy sets out NHS Camden and Camden Council's vision for a healthy, sustainable and equitable food system for the borough. The motivation behind the work is to tackle obesity, reduce health inequalities and improve health and the environment through increasing the amount of Good Food in the borough. This will be put into practice through a programme of work that has strong local backing and which is championed at senior level in both NHS Camden and Camden Council.

THE AIMS

The overarching aims of the strategy reflect those within the London Food Strategy and seek to address issues that are relevant not only for London, but more specifically to Camden. They are to:

- improve health and reduce health inequalities
- achieve environmental sustainability
- enhance community engagement
- build the local economy
- support cultural diversity.

TAKING LOCAL ACTION ON FOOD ISSUES

Through the development of this strategy, six key themes have been identified. By focusing on these themes, the strategy aims to encourage ideas and enthusiasm for work to be put into specific practical action. The themes are broad enough to include a wide range of activities, for the benefit of diverse communities living and working in Camden. The six themes are:

1. Good Food in the public sector
2. Encouraging food growing
3. Food and education
4. Business and enterprise support
5. Food at home
6. Communicating about Good Food.



1. GOOD FOOD IN THE PUBLIC SECTOR

Many people who eat public sector food, e.g. in hospitals, government buildings and schools, are from the most vulnerable sections of society – children, older people, those with physical or mental health problems, and people on a low income.

The food that is bought, and the way it is cooked and served, is therefore a priority in a food system that aims to improve health and reduce health inequalities. Through buying foods with minimal environmental impact that are traded fairly and ethically, the public sector can stimulate the creation of new markets for Good Food and can help ensure that a thriving farming community survives long into the future.

Objectives:

- increase the amount and improve the quality of Good Food bought and prepared by public sector organisations in Camden
- ensure the provision of training around Good Food procurement and preparation
- include Good Food in policy reviews being undertaken by NHS Camden, Camden Council, and other members of the Good Food Partnership.

Almost a third of all meals served by caterers in the UK are served in public sector funded institutions. The NHS alone provides over 300 million meals a year.

National Audit Office, Choosing Health White Paper, Dept of Health, 2004.

Case study 1:

School dinners get fresher and greener

Cater Link are contracted by Camden Council to provide catering services to 50 state schools in the borough.

Cater Link's Operations Director Penny Richards says: "having the opportunity to not only cater for but also to simultaneously teach young people about healthy and sustainable food is an opportunity not to be missed."

Cater Link have been issued with the MSC (Marine Stewardship Council) www.fishandkids.org stamp of approval; all the fish they use meet this standard.

Cater Link hold an annual supplier road show where their suppliers and farmers come along and talk about the produce they offer. Penny says: "This helps to improve both our chefs' knowledge of the produce and their ability to pass that knowledge on to the children they feed."

Cater Link's 'Farm to Fork Journey' follows produce used throughout the year, and is distributed to their chefs and customers. Packaging is also kept to a minimum and recycled where possible.

Cater Link have a relationship with both School Food Matters and the Soil Association's Food for Life (FFL) partnership. Both organisations have visited schools serviced by Cater Link and actively encouraged schools to take part in the FFL award scheme by offering to support them in achieving their bronze award.

www.foodforlife.org.uk and www.schoolfoodmatters.com

More information can be found at www.caterlinkltd.co.uk

2. ENCOURAGING FOOD GROWING

Growing food in cities is rising up the public agenda as an effective way to tackle economic and social issues. Initiatives such as London Food and Capital Growth aim to increase the number of food growing spaces in London. They have shown that many community and policy organisations are now recognising the importance of growing more food in the UK in particular closer to where people live. As well as increasing food growing knowledge, this also helps people to develop a greater appreciation of food.

“Growing food changes the pace of life, gets us out, and will change children’s view on food and stop them eating junk.”

Rosie Boycott, chair of the London Food Board

By providing regular outdoor activity, food growing can also help to improve health and reduce health inequalities. Opportunities exist to promote food growing projects as one of a number of physical activity

interventions for patients with a range of health conditions as well as healthy people who wish to become more active. More food growing in public spaces, especially on estates and in low-income areas, can also help create stronger and more cohesive communities by encouraging inter-generational, sociable activities and by providing the opportunity to learn new skills.



Global Generation project, King's Cross



Objectives:

- provide support to the community in establishing new food growing sites with an aim of creating 60 sites as Camden's contribution towards London's Capital Growth target of 2,012 new growing sites by 2012 – targeting in particular Camden's four priority wards
- ensure a more coordinated approach to food growing that encourages good practice across the borough
- improve the mental and physical health of Camden residents, through food growing
- attract sponsorship and funding from other sources to support more food growing in the borough.

For all food growing activities, this strategy promotes (where appropriate and practical):

- low or no-chemical food growing
- growing exotic varieties to engage with and encourage the participation of Camden's diverse communities
- incorporating bee hives into food growing sites where appropriate.

Case Study 2:

Community orchard and garden at the King's Cross Age Concern Resource Centre

At the Age Concern resource centre in Kings Cross, the service users – mostly older and vulnerable people - enjoy regular outdoor activity by growing fruit and vegetables in the back garden of the centre, under close supervision of Mila Campoy, Environmental Education Worker from the neighbouring Calthorpe Project

Alongside the leeks, purple sprouting broccoli and herbs, the centre's back garden now boasts Camden's first community orchard. Six apple trees, one plum tree and various soft fruit bushes were planted in April, funded by Camden Council.

Service users enjoy meals cooked with fresh, seasonal vegetables which are often topped up with the harvest from the centre's back garden plot. The centre recently installed a kitchen so food can be freshly prepared on site.

For more information please contact Abul Choudhury 020 7278 5090 greatcroft@ageconcerncamden.org.uk.

3. FOOD AND EDUCATION

Education from an early age is a critical factor in helping Camden's residents to better understand health information and make healthier food choices for themselves and their families. In addition, an increased availability of Good Food training, integrated into adult education and targeted at businesses, enterprises and the wider community will be key to achieving the overarching aims within this strategy.

Camden's Children and Young People's Plan (CYPP) contains a priority commitment to promote healthy eating and physical activity through a series of action areas. These include achievement of healthy schools status and reduction of obesity through a range of activities. Implementation of the food and education theme of the Good Food for Camden strategy will be cited as an integral element of the plan when it is revised at the end of 2009.

Training also has great potential to empower people working with food with the skills to prepare, serve and promote food that is healthy, sustainable and tasty. Training was also a key theme that emerged throughout the public consultation on the strategy, with individuals and organisations requesting training and support across all themes of Good Food.

Objectives:

- ensure Good Food is integrated into Camden extended services core offer
- ensure Good Food is integrated the curriculum and education strategies
- ensure Good Food is integrated into adult skills training and targeted training for businesses, enterprises and the wider community.

Case study 3: Edible garden at Haverstock School

Haverstock School in Chalk Farm has developed a food growing project on site that all 200 of the year seven students can access and actively participate in. The edible garden was initially built in the summer of 2008 by a group of students, who were at risk of permanent exclusion, and Global Generation, a local charity with extensive horticultural expertise. Using funding from NHS Camden via the Good Food for Camden programme, the garden is now complete. It is managed by year seven students with the aim of engaging younger students in the food growing activities.

The garden is planted with spring and summer vegetables and the students take part in a Local Food Enterprise programme, organised by Global Generation. The produce grown in the school is sold to partnering Kings Cross restaurants such as Konstam and Acorn House, who are keen to increase the amount of locally-sourced ingredients on their menu.

For more information please contact Sunil Collett, Head of Geography at Haverstock School, Sunil.Collett@haverstock.camden.sch.uk, 0207 267 0975; Jane Riddiford, Executive Director, Global Generation, jane@globalgeneration.org.uk, 0207 284 1054.

4. BUSINESS AND ENTERPRISE SUPPORT

Good Food for Camden aims to support a vibrant food industry, generating social and economic value for the people living and working in Camden, while also improving their health and reducing environmental impact. Providing a good range of attractive, affordable and well-marketed healthier foods in a convenient way can greatly increase the chances of local people making healthier choices and can reduce diet-related health inequalities¹¹. Localising aspects of Camden's food supply, for example through procurement and promotion of local, sustainable suppliers, can help to generate economic prosperity and benefit the environment.

Objectives:

- convey Good Food messages through Camden's businesses and enterprises
- increase access to affordable Good Food through Camden's businesses
- reduce food waste created by the business and enterprise sector
- promote Good Food in the workplace
- provide support and advice to food businesses on improving their sustainability performance.

Every £10 spent on a vegetable box scheme generates approximately £24 for the local economy compared to only £14 when spent in a supermarket.

The Money Trail, Measuring your impact on the local economy, New Economics Foundation report



Fresh, local produce at a London Farmers' Market



Case Study 4:

First University food co-op in London

In late 2008 a group of students from the School of Oriental and African Studies (SOAS) set up the first ever university food co-op in London, selling organic whole foods to fellow students, staff, employees and visitors at wholesale prices. Any profit is put back into running the co-op which is entirely staffed by student volunteers.

Through funding from NHS Camden, via the Good Food for Camden programme, the co-op now has publicity materials, serves about 180 customers and runs on a weekly basis, from the SOAS Students' Union. The students will also be doing some outreach work in the neighbouring deprived ward of Somers Town to support others in setting up food co-ops.

The principle behind community food co-ops is that by combining their buying power and ordering food in bulk direct from suppliers, a group of people can buy Good Food at a more affordable price.

Co-ops are springing up all over the UK, more so since food prices have started to increase, but this is only the second food co-op established in Camden. To help encourage more food co-ops in Camden, the SOAS food co-op is planning awareness raising workshops that will explain how to set up and run a co-op.

For more information, contact the coordinator, Rebecca Temple (becca_temple@yahoo.co.uk). Find out more about Food Co-ops (www.sustainweb.org/foodcoops).



5. FOOD AT HOME

Promoting healthy food choices in the home plays a key role in tackling obesity and promoting oral health. Local areas can take steps to promote healthy eating through implementing a package of activities that provide the local community with the knowledge, practical skills and confidence to prepare and eat healthy, affordable food.

Approximately one third of the food bought in the UK is thrown away, with the average household throwing away £420 worth of edible food each year, and more for households with children. Camden Council has found that 33 per cent of domestic waste is kitchen waste, with garden waste (also mostly compostable) accounting for a further 6.4 per cent. The council is committed to making Camden a low waste borough and significant reductions can be made through action to minimise domestic food waste.

Objectives:

- increase the number of Camden residents consuming a healthy balanced diet
- address some of the findings in the National Diet and Nutrition Survey by improving cooking practices of Good Food in BME communities to support better health
- reduce, recycle and compost food waste and packaging in the home.

Case study 5: Community Food Programme

The NHS Camden Community Food Team provide a range of workshops and practical courses on healthy eating for people living in Camden. Workshops are fun and interactive and include sessions for parents and children to cook together, food tasting sessions for families with young children, food champions programme for young people, Cooking4life sessions at healthy living centres and supermarket tours on food labelling.

For more information contact the Community Food Team on eatingwell4life@nhs.net or 020 3317 3317.

In 2007/8 the council collected and managed 72,000 tons of household waste of which 27.2 per cent was recycled.

*Camden Council
Corporate Plan 2008*



6. COMMUNICATING ABOUT GOOD FOOD

To help achieve the aims of the Good Food for Camden programme, people need to understand, support and engage with the strategy. An ambitious programme of communications around buying and using Good Food is needed. This will involve engaging many interested parties in Camden, including individuals and communities, arts and educational establishments, businesses, community groups and others – encouraged and supported to do so by the Good Food Partnership.

Objectives:

- ensure that consistent Good Food messages are communicated to Camden residents, businesses, schools and community organisations
- develop a local food network, The Good Food Partnership
- promote new and existing food events to celebrate and encourage cultural diversity, health and sustainability through food.



School children enjoying seasonal produce

CAMDEN GOOD FOOD PARTNERSHIP – TAKING THE STRATEGY FORWARD

Together, NHS Camden, Camden Council and Sustain have established the Camden Good Food Partnership. This is a diverse group of individuals representing the voluntary, community, public and private sectors who are all involved with food in either a professional or voluntary capacity in Camden. The Good Food Partnership has been established to:

- support the implementation of the Good Food for Camden Action Plan
- promote the Good Food for Camden strategy in the community and through member networks
- facilitate the development and monitoring of the Good Food for Camden strategy.

The organisations that currently make up the Good Food Partnership in Spring 2009 are shown in appendix 4 page 47. The membership of the Good Food Partnership is reviewed regularly.

GOOD FOOD FOR CAMDEN ACTION PLAN

This strategy document is complemented by the Good Food for Camden Action Plan, which covers a three-year period from 2009 to 2012.

The Action Plan sets out practical steps towards implementing the strategy through to 2012 and provides a set of actions for the Good Food Partnership to take towards achieving the aims and objectives. The Action Plan will be monitored regularly and updated annually by the Good Food Partnership.

1. GOOD FOOD IN THE PUBLIC SECTOR

Objectives:

- increase the amount and improve the quality of Good Food bought and prepared by public sector organisations in Camden
- ensure the provision of training around Good Food procurement and preparation
- include Good Food in policy reviews being undertaken by NHS Camden, Camden Council, and other members of the Good Food Partnership.



Objective	Ref	Action	Outcome & Measure	Who is responsible (lead and support)	Timescale*
Increase the amount, and improve the quality of, Good Food bought and prepared by public sector organisations in Camden.	1.1	NHS Camden and Camden Council to become 'early adopters' and pilot sites for the government's new Healthy Catering mark.	Healthy Catering mark level 1 achieved by 2011.	NHS Camden Camden Council	M
	1.2	<p>Improve Good Food advice and guidance within current and future public sector tendering processes and contracts, including:</p> <ul style="list-style-type: none"> • explore the integration of Good Food clauses as part of the Tollgate process in the lead in to the renewal of the School Meals Contract in 2010 • comparison and alignment of Food for Life, Healthy Schools Criteria and School Meals contract. 	<ul style="list-style-type: none"> ■ Minimum standards developed and integrated within relevant Camden Council and NHS Camden tendering documents by 2010. ■ All new public sector food contracts include Good Food standards. ■ Pilot Good Food project working with schools already involved in healthy and sustainable activities. 	Camden Council <i>NHS Camden</i> <i>Food for Life</i> <i>Cater Link</i>	S/M
Ensure the provision of training around Good Food procurement and preparation.	1.3	<p>Increase access to training courses targeting public sector staff involved in buying or serving food, including:</p> <ul style="list-style-type: none"> • training tailored for Camden • increased promotion of LDA-funded Good Food Training for London project. 	<ul style="list-style-type: none"> ■ All Camden School Chef Managers to have access to training by July 2010. ■ Training provided for all relevant NHS and Camden Council catering staff by March 2012. 	NHS Camden Camden Council <i>London Development Agency (LDA)</i> <i>Sustain (Good Food Training)</i>	M

Objective	Ref	Action	Outcome & Measure	Who is responsible (lead and support)	Timescale*
Include food in policy reviews being undertaken by Camden Council, NHS Camden and other members of the Partnership.	1.4	Increase the number of public sector organisations with Good Food policies.	<ul style="list-style-type: none"> ■ Establish baseline information on number of other public sector organisations with Good Food policies. ■ Develop indicator based on 1.4 to achieve a percentage increase in Good Food policies across public sector organisations. ■ A percentage increase as part of: <ul style="list-style-type: none"> • Camden’s Hostel Pathways model • integrated early years – Children’s Centres • Healthy Living Centres. 	NHS Camden Camden Council <i>Good Food Partnership</i> <i>Sustain</i>	L

* Short term - by end of March 2010
 Medium term – by end of March 2012
 Long term – March 2012 onward

2. ENCOURAGING FOOD GROWING

Objectives:

- provide support to the community in establishing new food growing sites with an aim of creating 60 sites as Camden's contribution towards London's Capital Growth target of 2,012 new growing sites by 2012 – targeting in particular Camden's four priority wards
- ensure a more coordinated approach to food growing that encourages good practice across the borough
- improve the mental and physical health of Camden residents through food growing
- attract sponsorship and funding from other sources to support more food growing in the borough.



Food growing on an urban balcony

Objective	Ref	Action	Outcome & Measure	Who is responsible (lead and support)	Timescale*
Provide support to the community in establishing new food growing sites with an aim of creating 60 sites as Camden's contribution towards London's Capital Growth target of 2,012 new growing sites by 2012 – targeting in particular Camden's four priority wards.	2.1	Identify available land, which may be used for food growing.	Map to show available and existing food growing spaces.	Camden Council	M
	2.2	Enable and support food growing in public spaces.	60 new food growing sites in the borough by 2012.	Camden Council Sustain <i>Good Food Partnership</i>	M
	2.3	Develop clear, consistent guidance for individuals or groups wishing to start new food growing projects in the borough.	<ul style="list-style-type: none"> ■ Developed, publicly available guidance document. ■ Monitor the use of the guidance document and increase in food growing projects from 2008/09 baseline. 	Camden Council Sustain <i>Good Food Partnership</i>	S
Ensure a more coordinated approach to food growing that encourages good practice across the borough.	2.4	Provide and fund new allotments and community gardens on new housing and other developments through inclusion in local development framework (LDF), in particular using Section 106 Agreements.	Targets to be set pending final LDF.	Camden Council <i>Sustain</i>	M
	2.5	Develop a network of individuals and organisations already involved in food growing activities.	<ul style="list-style-type: none"> ■ A database of individuals and organisations involved in food growing activities. ■ Four hubs and/or drop in centres to provide a range of food growing training courses. 	Camden Council <i>Sustain</i>	M

Objective	Ref	Action	Outcome & Measure	Who is responsible (lead and support)	Timescale*
Improve the mental and physical health of Camden residents through food growing.	2.6	Ensure food growing is integrated into health strategies, programmes and interventions across Camden such as: <ul style="list-style-type: none"> extended services healthy schools community food green gyms play pathfinder. 	<ul style="list-style-type: none"> Establish a baseline via mapping work (2.2) Programmes and strategies: <ul style="list-style-type: none"> food growing activities within service description/core offer contain outcomes and outcome measures relating to <ul style="list-style-type: none"> increased awareness, confidence and skills with food growing and cooking increased physical activity increased consumption of fruit and vegetables. 	NHS Camden Camden Council	L
	2.7	Ensure access to active food growing projects (such as Green Gyms), is part of the menu of activities offered by the Camden Active Heath Team.	10% increase in number of people using active food growing projects. Increase in quality of life, physical activity levels, and consumption of fruit and vegetables - monitored by robust criteria for active growing projects.	NHS Camden	M
Attract sponsorship and funding from other sources to support more food growing in the borough.	2.8	Encourage Camden based organisations to grow or sponsor food growing on or near their premises.	A minimum of six businesses growing or sponsoring food growing on or near their premises by 2012.	Good Food Partnership <i>Sustain</i>	M

* Short term - by end of March 2010,
 Medium term – by end of March 2012,
 Long term – March 2012 onward

3. FOOD AND EDUCATION

Objectives:

- ensure Good Food is integrated into Camden extended services core offer
- ensure Good Food is integrated into the curriculum and education strategies
- ensure Good Food is integrated into adult skills training and targeted training for businesses, enterprises and the wider community.



Objective	Ref	Action	Outcome & Measure	Who is responsible (lead and support)	Timescale*
Ensure Good Food is integrated into Camden extended services core offer.	3.1	Map and undertake gap analysis of current provision of Good Food activities, including: <ul style="list-style-type: none"> • breakfast clubs • food growing (including Play Pathfinder) • youth community access • community food work • parent/family focused work. 	A completed gap analysis: clear and comprehensive understanding of current provision of Good Food activities across the school day.	Camden Council NHS Camden <i>Food in Schools</i>	S
	3.2	Use information gathered through 3.1 to increase provision and consumption of Good Food activities in targeted schools.	Develop indicator based on 3.1 to achieve a percentage increase in the number of Good Food activities in targeted schools.	Camden Council <i>NHS Camden</i> <i>Good Food Partnership</i>	M
Ensure Good Food is integrated into the curriculum and education strategies.	3.3	Ensure the integration of Good Food into the Personal Social and Health Education (PSHE) curriculum via reviews of PSHE scope of work. Explore the integration of Good Food into other relevant subjects, including: <ul style="list-style-type: none"> • science • citizenship. 	<ul style="list-style-type: none"> ■ Good Food within primary school PSHE curriculum. ■ Primary school pupils have increased understanding of Good Food issues – measured via school based evaluation. 	Camden Council Healthy Schools Programme <i>NHS Camden</i>	L

Objective	Ref	Action	Outcome & Measure	Who is responsible (lead and support)	Timescale*
Ensure Good Food is integrated into the curriculum and education strategies.	3.4	<p>Increase the provision of Good Food (including food growing) training in all settings including schools, further education (FE) colleges and nurseries at all levels through:</p> <ul style="list-style-type: none"> • provision of tailored Good Food training for broader children’s workforce • integration of sustainability into existing Healthy Eating Training Package for primary schools • support for the targeted roll out of the NHS Camden and Camden Council healthy eating training package in schools. 	<p>At least one training course provided per academic year. Primary school pupils have increased understanding of Good Food issues – measured via healthy eating training package evaluation.</p>	<p>NHS Camden Camden Council <i>Sustain (Good Food Training)</i></p>	S/M

Objective	Ref	Action	Outcome & Measure	Who is responsible (lead and support)	Timescale*
Ensure Good Food is integrated into adult skills training and targeted training for businesses, enterprises and the wider community.	3.5	Undertake a gap analysis exploring current provision of: <ul style="list-style-type: none"> • training on Good Food • interventions that promote Good Food • learning needs of people working and living in Camden. 	A completed gap analysis; a clear and comprehensive understanding of current: <ul style="list-style-type: none"> • learning needs of people working and living in Camden • training on Good Food interventions that promote Good Food. 	Camden Council NHS Camden <i>Good Food Partnership</i> <i>Sustain</i>	S
	3.6	Using information gathered through 3.5, develop and deliver appropriate Good Food training to those who are involved with procuring, preparing or selling food in Camden.	Delivery of Good Food training sessions as required by gap analysis.	Sustain (Good Food Training) <i>Good Food Partnership</i> <i>Camden Council</i> <i>NHS Camden</i> <i>Learning Skills Council</i>	M

* Short term - by end of March 2010
 Medium term – by end of March 2012
 Long term – March 2012 onward

4. BUSINESS AND ENTERPRISE SUPPORT

Objectives:

- convey Good Food messages through Camden's businesses and enterprises
- increase access to affordable Good Food through Camden's businesses
- reduce food waste created by the business and enterprise sector
- promote Good Food in the workplace
- provide support and advice to food businesses on improving their sustainability performance.



Objective	Ref	Action	Outcome & Measure	Who is responsible (lead and support)	Timescale*
Convey Good Food messages through Camden's businesses and enterprises.	4.1	Promote consistent Good Food messages within the business and enterprise sector.	<p>A minimum of four businesses and enterprises in each of the four priority wards to register with Department of Health programmes:</p> <ul style="list-style-type: none"> • Change4Life • Healthy Start. 	<p>NHS Camden Change for Life resources</p> <p><i>Camden Council</i></p> <p><i>Sustain</i></p> <p><i>Camden Climate Change Alliance (CCCA)</i></p>	M

Objective	Ref	Action	Outcome & Measure	Who is responsible (lead and support)	Timescale*
Increase access to affordable Good Food through Camden's businesses.	4.2	Increase the availability of fresh and affordable fruit and vegetables, particularly in low-income areas via: <ul style="list-style-type: none"> • street stalls • community cafés • box scheme • co-ops. 	<ul style="list-style-type: none"> ■ Set 2009/10 baseline for existing provision. ■ Develop target for 2012 using baseline information. 	Camden Council <i>NHS Camden</i> <i>Good Food Partnership</i>	M
	4.3	Develop Buying Good Food for Camden, the guide to purchasing Good Food.	<ul style="list-style-type: none"> ■ Buying Good Food for Camden developed by Sept 2009. ■ Circulation of manual to CCCA businesses. 	Sustain <i>Good Food Partnership</i>	S
Reduce food waste created by the business and enterprise sector.	4.4	Provide waste reduction information to businesses (including markets).	Reduction in commercial waste arising based on Defra waste dataflow information.	Camden Council <i>Good Food Partnership</i> CCCA	S
	4.5	Participate in a feasibility study to establish the viability of installing a small scale anaerobic digester in the borough to encourage local management of business food waste.	Complete feasibility study by April 2010.	Camden Council <i>Greater London Authority (GLA) Food Unit</i> <i>Good Food Partnership</i>	S/M

Objective	Ref	Action	Outcome & Measure	Who is responsible (lead and support)	Timescale*
Promote Good Food in the workplace.	4.6	Support workplaces with on site catering to develop food policies which encourage the provision of Good Food.	<ul style="list-style-type: none"> ■ Food policies developed and implemented in a minimum of four workplaces per annum. ■ Practical healthy eating interventions / programmes implemented in at least three workplaces each year. ■ Increase the amount of fruit and vegetables sold / available in the work place in a minimum of three workplaces by 5%. <p>Audited via the Workplace Health package.</p>	NHS Camden	S
Provide support and advice to food businesses on improving their sustainability performance.	4.7	Refer food businesses with an interest in improving their sustainability to the CCCA.	<ul style="list-style-type: none"> ■ Set baseline for number of food businesses members of CCCA. ■ A minimum of two food businesses having joined CCCA every year until 2012. 	Camden Council CCCA <i>Good Food Partnership</i> <i>Sustain</i>	M

* Short term - by end of March 2010
 Medium term – by end of March 2012
 Long term – March 2012 onward

5. FOOD AT HOME

Objectives:

- increase the number of Camden residents consuming a healthy balanced diet
- promote Good Food and healthier cooking practices in BME communities
- reduce, recycle and compost food waste and packaging in the home.



Objective	Ref	Action	Outcome & Measure	Who is responsible (lead and support)	Timescale*
Increase the number of Camden residents consuming a healthy balanced diet.	5.1	Map current programmes that support residents to cook and eat a healthy balanced diet in particular target areas to ensure that provision addresses needs. Identify gaps and opportunities for collaboration between projects.	Establish baseline information on community food activity (via map 2.1).	NHS Camden Camden Council <i>Good Food Partnership</i> <i>Voluntary Action Camden (VAC)</i>	S
	5.2	Promote the Healthy Start voucher initiatives amongst residents, in particular in low income communities to increase the number of families entitled to Healthy Start registered with scheme.	<ul style="list-style-type: none"> ■ Establish baseline on number of people registered with scheme – via Healthy Start Delivery Team (available from August 2009). ■ Using baseline data, develop an indicator to achieve a percentage increase in the number of families entitled to Healthy Start, registered with scheme. 	NHS Camden <i>Good Food Partnership</i>	S
Promote Good Food and healthier cooking practices of Good Food in BME communities.	5.3	Develop and deliver Healthy Eating workshops for BME communities.	Six Healthy Eating workshops for BME communities delivered per annum.	NHS Camden	S
Reduce, recycle and compost food waste and packaging in the home.	5.4	Provide training, advice and support for relevant council staff on reducing food waste at home and at work.	Relevant staff trained and information and advice provided to all staff.	Camden Council	S
	5.5	Promote Wrap's Love Food, Hate Waste campaign to residents.	Reduction in food waste arising using NI191 methodology.	Camden Council <i>NHS Camden</i> <i>Good Food Partnership</i>	S

* Short term - by end of March 2010
 Medium term – by end of March 2012
 Long term – March 2012 onward

6. COMMUNICATING ABOUT GOOD FOOD

Objectives:

- ensure that consistent Good Food messages are communicated to Camden residents, businesses, schools and community organisations
- develop a local food network, the Good Food Partnership
- promote new and existing food events to celebrate and encourage cultural diversity, health and sustainability through food.



Farmers and shoppers share their taste for fresh produce

Objective	Ref	Action	Outcome & Measure	Who is responsible (lead and support)	Timescale*
Ensure that consistent Good Food messages are communicated to Camden residents, businesses, schools and community organisations.	6.1	Ensure consistent Good Food messages are integrated into relevant Camden publications. Particularly those aimed at: <ul style="list-style-type: none"> schools residents workplaces. 	<ul style="list-style-type: none"> Communications strategy in place. Messages integrated into Camden's Eco Network and Eco Helpline. Four case studies promoted per annum. 	Camden Council NHS Camden <i>Good Food Partnership</i>	S/M
	6.2	Develop a communications strategy for Camden's schools, to ensure that links with the curriculum are clear and that best practice is shared between schools.	<ul style="list-style-type: none"> Communications strategy in place. To be monitored and updated in partnership with Children, Schools and Families (CSF) Two case studies promoted per annum. 	Camden Council <i>Good Food Partnership</i>	S
Develop a local food network: the Good Food Partnership.	6.3	Develop a local network to promote the exchange of information, support and advice relating to Good Food initiatives.	<ul style="list-style-type: none"> Robust terms of reference Core cross sector membership who attend/engage with group on a regular basis (attend 75% meetings). 	Sustain <i>Good Food Partnership</i>	S
Promote new and existing food events to celebrate and encourage cultural diversity, health and sustainability through food.	6.4	Promote new and existing food events to celebrate and encourage cultural diversity, health and sustainability through food.	<ul style="list-style-type: none"> Inclusion of Good Food messages at existing events. One Good Food event per year. 	Good Food Partnership Sustain <i>Camden Council</i> <i>NHS Camden</i>	M

* Short term - by end of March 2010
Medium term – by end of March 2012
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FOOD STANDARDS AGENCY'S EATWELL PLATE

The eatwell plate



Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.



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DEVELOPMENT OF THE GOOD FOOD FOR CAMDEN PROGRAMME

Good Food for Camden is the result of a partnership between NHS Camden and Camden Council, co-ordinated by Sustain: the alliance for better food and farming. The strategy will be implemented by the Good Food Partnership, a membership group representing public, private and voluntary sector groups.

Public consultation on Good Food for Camden took place between September 2008 and January 2009. Over 300 people completed the online questionnaire, sharing their ideas and views. Over 30 local public, private and voluntary organisations were also involved and helped shape the strategy.

What we have achieved so far

Small scale funding

A funding programme distributed a total of £10,000 to local community groups, retailers and organisations to support health and sustainability issues in line with the aims identified in the Good Food for Camden strategy. In the area of Somers Town and St. Pancras, several community groups received funding to help their work to reduce obesity and health inequalities in the borough.

These groups included:

- a food co-operative
- a school
- a community café.

Training

As part of the Good Food programme, free training was provided to community organisations, local businesses, public sector workers and residents on sustainable food procurement, healthy nutrition and food growing.

‘Grow Your Greens’, the food growing training event, targeted residents of Camden, in particular those living on estates, and provided the skills and knowledge needed to set up and encourage more food growing projects.

‘Buy It, Cook It, Eat It’ targeted anyone in Camden responsible for buying, preparing and/or selling food in their workplace – be it a restaurant, a public sector care home or a community café. In separate sessions attendees learned about health and nutrition and sustainable procurement.

NHS CAMDEN AND CAMDEN COUNCIL CURRENT INITIATIVES ON HEALTHY EATING

The Community Food Programme

The Community Food Team works in partnership with statutory and voluntary sectors to improve the diet and health of residents in Camden through targeted action, thereby reducing their risks of obesity, coronary heart disease and some cancers.

The Community Food Team delivers a range of workshops and practical courses that aim to increase people's awareness and knowledge of healthy eating. These include:

- cooking taster workshops and sessions for young people and adults
- Healthy eating workshops and sessions for families with very young children
- planning and delivery of healthy eating training to frontline staff within the statutory and voluntary sector
- supporting integrated early years centres with development of Early Years Food Policies.

Workshops and courses are targeted at individuals and community groups based in areas of high socio-economic deprivation, particularly families and individuals living on a low income, BME communities, children, young people, pregnant/nursing mothers and adults living in residential/supportive care (including people with learning disabilities).

Food in Schools Programme

The NHS Camden Food in Schools programme provides a variety of activities in schools across the borough, in partnership with colleagues at Camden Council. The NHS Camden Food in Schools co-ordinator works with schools to achieve sustainable changes to current healthy eating provision and education through training, the development of whole school food policies and supporting the sustainable improvements to school meals. The food in schools programme delivers the following training each term:

- school meal assistant training
- practical food education training
- food policy training.

In addition to central training, a 'healthy eating training package' is available to primary schools. This includes teacher training in both healthy eating and physical activity; school meal assistant training; cookery workshops with key stage one classes and a parent workshop.

The Food in Schools programme also offers support to schools around the setting up of cookery clubs, breakfast clubs, fruit tuck shops and other food-related activities as well as co-ordinating parent/carer workshops which are delivered in schools by the community food workers.

Work around school meals includes working closely with the Client Monitoring team (Camden Council) to ensure that new school food standards are met and links in with training provided to mealtime supervisors to encourage children to accept the new, healthier menus.

Workplace Health Programme

The NHS Camden Workplace Health Programme aims to improve the workplace by creating a healthier environment, for people working in Camden. This includes:

- working alongside the Workplace Health Team to identify and support local workplaces to improve the provision of healthy sustainable foods in the workplace
- develop a toolkit of nutritional standards for healthy catering for workplaces
- support provision and promotion of healthy food as directed by public health work plan and commissioning priorities – for example hostels, healthy living centres, sports centres
- ensure ongoing integration and support for other public health teams/projects

- lead on analysis of menu, food and snack policies for integrated early years children centres with recommendations for appropriate healthier food options – as part of the process to achieve Healthy Children’s Centre Status.

Response to Shaping the Local Development Framework (LDF)

In February 2008, NHS Camden responded to a borough consultation on Shaping the Local Development Framework (LDF). This identified several specific food-related opportunities for improving health and reducing health inequalities:

- food outlets: ensuring that food outlets selling affordable and nutritious foods are accessible in identified areas where fruit and vegetable consumption is low; in particular St Pancras and Somers Town; Regent’s Park; Haverstock; and Kentish Town. Ensure they are planned to enable access without over-reliance on personal vehicle use
- allotments: ensuring that new allotments are created, existing allotments protected, and means such as Section 106 ‘planning gain’ agreements to integrate food growing space into development of high-density housing are used; also that access to open and green spaces is prioritised, especially for health-promoting physical activity
- farmers’ markets and fruit and vegetable markets: encouraging new farmers’ markets and protecting existing farmers’ market and fruit and vegetable patches.

Camden Council and NHS Camden are jointly involved in:

Healthy Communities Action Group

The Healthy Communities Action Group is a new and exciting programme run by Camden Council that aims to improve health in Camden. Working with the community, the programme identifies the necessary improvements or changes that need to be made to empower residents to make more healthy choices. Together with the community, these changes are implemented and the necessary steps are taken to achieve them.

Camden Play Pathfinder

Camden's Play Pathfinder will deliver twenty nine high-quality, inclusive and safe places for active play throughout Camden, including an adventure playground in Kilburn Grange Park. The London Borough of Camden has been allocated funding as part of the Department of Children, Schools and Families Play Pathfinder Programme. Twenty eight play facilities will be redeveloped to improve play opportunities, primarily for 8-13 year olds. This project promotes childhood wellbeing by creating active play opportunities and raising awareness about children's use of public space.

Camden's commitment to 'natural play' incorporates the pledge to promote environmental sustainability by providing greener spaces for play. Its ethos involves children drawing on their natural environments and on their own resources when playing. NHS Camden funded the introduction of food production schemes to the newly developed playgrounds, through grow bags, allotments, planting and community orchards within or adjacent to Play Pathfinder sites.

ORGANISATIONS THAT ARE PART OF CAMDEN'S GOOD FOOD PARTNERSHIP

We are grateful to the following organisations for their contribution in developing Good Food for Camden (list correct Autumn 2009).

Age Concern Camden (Great Croft resource centre)	Holly Lodge Estate Committee
Alara	Kennard Good Foods
Arup Engineering	Kentish Town City Farm
BME Alliance	Konstam at the Prince Albert
British Library	London Farmers' Markets
British Museum	Maiden Lane Community Centre
British Trust for Conservation Volunteers (BTCV)	NHS Camden
Calthorpe Project	Origin Group Housing Association
Camden Council	Primrose Hill Primary School
Camden Climate Action Network (CAN)	Resident Association South of Queen's Crescent
Camden Friends of the Earth	Royal Parks
Camden Garden Centre	Scratch
Camden Green Fair	SEED foundation
Camden in Bloom	School of Oriental and African Studies (SOAS) Food Studies Centre
Camley Street Natural Park	SOAS Green Society
Cater Link	Soil Association / Food For Life Partnership
Circle Anglia	Somers Town Community Centre
Community Food Gyms	St James' House
Corporation of London (Hampstead Heath)	Sustain: the alliance for better food and farming
Eat Green	The Building Centre
Fitzroy Park Allotments Association	The Camden Society
Food for All	The Hub
Friends House	The Landscape Institute – London branch
Giving Gardens	The Local Epicurean Ltd (Budgens of Belsize Park)
Global Generation and CEEN	UCL Development Planning Unit
Groundwork Islington & Camden	
Inholborn (Holborn Business Partnership)	

KEY DOCUMENTS

The following documents have been used as reference material for the Camden Good Food programme consultation. They are listed in category headings in alphabetical order.

Climate change and the environment documents:

- Delivering a Sustainable Camden – London Borough of Camden’s Environmental Sustainability Delivery Plan (2008-2012)
- Let’s talk rubbish! Camden’s waste strategy 2007-2010 (2008)
- North London Joint Waste Development Plan, Issues and Options Report, January 2008
- Waste Facts of the Capital

Community strategies:

- Camden Together, Camden’s Sustainable Community Strategy 2007 – 2012
- Camden’s Local Area Agreement, March 2009

Council development and corporate plan documents:

- Camden Council’s Corporate Plan (updated) 2008-12
- Camden Council’s Corporate Plan (updated) 2008-12 Annex two: Performance indicator digest
- Camden’s Development Policies, Local Development Framework (2008)

Housing documents:

- Camden Housing Strategy 2005-2010 (Updated 2007). A key contribution to the borough of opportunity
- Camden Housing Strategy 2005-2010 (updated 2007) Action Plan
- Camden Council, Housing Needs Survey Update 2008, Final Draft, October 2008

Land and open spaces documents:

- Camden Allotments information
- Camden Council, Camden Employment Land Review, Final Report, June 2008
- Camden Council Open Space, Sport and Recreation Study Update, Final Report, 2008
- Camden Council Sustainability Task Force Report on Food, Water, Biodiversity and Green Spaces

Local development framework related documents:

- Habitat Directives Assessment
- Core Strategy, Shaping Camden’s Future

- Core Strategy, Monitoring Indicators
- Issues and Options Consultation Report
- Core Strategy Preferred Approach, 2008
- Site Allocations Issues and Options, 2008
- Preferred Options Sustainability Appraisal, 2008
- Camden Council, Camden Development Plan, Annual Monitoring Report 2006/7
- Camden Council, Camden Retail Study, Final Report October 2008
- Camden Council, Local Development Scheme, 2007
- Camden Council, Replacement Unitary Development Plan, Adopted June 2006

National strategies and other relevant documents:

- Cabinet Office Food Strategy, Food Matters, 2008
- Fruitful Partnerships: A food strategy for Hastings and St Leonard's, June 2006
- London Food Strategy Implementation Plan, 2007
- London Food Strategy, 2006
- Other local food strategies on Food Standards Agency database website
- Choosing Health, Department of Health and the UK Obesity Strategy, January 2008
- Department of Health, Healthy Weight, Healthy Lives, 2008

- Foresight Report, Changing Weight, Changing Lives, October 2007
- The London Plan, 2004
- Food Standards Agency, Eatwell Plate

Public procurement related documents:

- Camden Council, Corporate Procurement Strategy, 2006-2009: Our Approach to Procurement
- Sustainable procurement in Camden Council, Katherine Cope
- Fair Procura Project, Fair Trade in Public Procurement, 2007
- Sustainable Procurement Toolkit (London Centre of Excellence, Sustain, Government Office for London), 2007
- Green Procurement Code; case study: London Borough of Camden, London ReMade
- Building Sustainability into Tendering, London Centre of Excellence Sustainable Procurement Project

Public Sector Food Procurement Initiative related documents:

- Catering Services and Food Procurement (CSFP) Toolkit
- Advice on Defra catering requirements at external conference and meeting venues
- Defra publications and references to government papers on catering and health
- Defra PSFPI strategy documents and background government papers

GLOSSARY OF TERMS USED IN THE STRATEGY

Camden Climate Change Alliance (CCCA)	The Camden Climate Change Alliance (CCCA) has been formed by Camden Council and organisations in Camden that are committed to reducing their carbon dioxide emissions and helping to tackle climate change. See www.betterclimateforcamden.org for more information.
Capital Growth	Capital Growth is a not-for-profit project, run by Sustain: the alliance for better food and farming that aims to set up 2,012 new food growing spaces in London by 2012.
Community based projects	Community based projects are established – typically on a not-for-profit basis – to provide services for a community and promote more sustainable systems including tackling food access, encouraging growing, often working with vulnerable people in the community.
5 A DAY	The ‘5 A DAY’ scheme was introduced by the Department of Health in 2003. It recommends at least five portions of fruit or vegetables per person per day to help reduce the risk of some cancers, heart disease and many other chronic conditions.
Food for Life Partnership (FFLP)	<p>The Food for Life Partnership (FFLP) is a network of schools and communities across England committed to transforming food culture.</p> <p>Led by the Soil Association, the Food for Life Partnership brings together the practical expertise of the Focus on Food Campaign, Garden Organic and the Health Education Trust. See www.foodforlife.org.uk/about-us for more information.</p>
Good Food Partnership (GFP)	The Good Food Partnership (GFP) was established by a steering group made up of NHS Camden, Camden Council and Sustain in March 2009 to ensure community involvement in the development and implementation of Good Food for Camden: the healthy and sustainable food strategy.
Greater London Authority (GLA)	The Greater London Authority (GLA) is a unique form of strategic city-wide government for London. It is made up of a directly elected Mayor – the Mayor of London – and a separately elected Assembly – the London Assembly. There are around 600 staff to help the Mayor and Assembly in their duties.
Greenhouse gases (GHGs)	Many greenhouse gases (GHGs) occur naturally, such as water vapour, carbon dioxide, methane, nitrous oxide, and ozone. Others such as hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), and sulfur hexafluoride (SF6) result exclusively from human industrial processes. Both types are generated during food production and disposal and both types contribute to global warming.

Health inequalities	Inequalities in health refer to a broad range of differences in both health experience and health status between areas (countries, regions, localities) and/or population groups (social classes, ethnic groups, age groups, sexes). Most inequalities are not biologically determined but reflect upon population differences in circumstances and behaviour that are in the broadest sense socially determined.
Local development framework (LDF)	The local development framework (LDF), together with the Regional Spatial Strategy, provides the essential framework for planning in the local authority's area. In London the Regional Spatial Strategy is the London Plan prepared by the Mayor of London.
Local food	For the purposes of this strategy, 'local food' is defined using the London Farmers' Market definition.
Local area agreement (LAA)	A local area agreement (LAA) sets out the priorities for a local area agreed between central government and a local area (the local authority and local strategic partnership) and other key partners at the local level.
Local strategic partnership (LSP)	Local strategic partnerships (LSPs) are non-statutory, multi-agency partnerships that match local authority boundaries. LSPs bring together at a local level the different parts of the public, private, community and voluntary sectors. They allow different initiatives and services to support one another so that they can work together more effectively.
London Food Board	The London Food Board represents the diversity of London's food system and helped develop a London Food Strategy to improve the health of Londoners and make London's food sustainable over the ten years to 2016. The London Food Board is chaired by Rosie Boycott and funded through the London Development Agency (LDA).
London Borough of Camden (LBC)	The London Borough of Camden (LBC) is a borough of London, England, which forms part of Inner London.
Low income	One definition of low income is where a household is below 60 per cent of median disposable income. In 2002/03, 17 per cent of the population lived in households with income below this level (£194 per week).
National Child Measurement Programme (NCMP)	The National Child Measurement Programme (NCMP) is one element of the government's work programme on childhood obesity, and is operated jointly by the Department of Health (DH) and the Department for Children, Schools and Families (DCSF). The NCMP was established in 2005.

NHS Camden	NHS Camden is the operating name for Camden Primary Care Trust (PCT), the local NHS organisation responsible for providing healthcare for people who live in Camden. NHS Camden commission or pay for services from a wide range of health providers, including GPs, dentists, opticians and community pharmacies, acute trusts and mental health trusts. They are also responsible for supporting the local population of Camden to maximise health by promoting healthy lifestyles, for example through services like the stop smoking service and sensible drinking service.
National Indicators (NI)	National Indicators (NI) are designed to measure progress on national priority services where they are run by local councils acting alone or in partnership. Councils have to select up to 35 designated targets from the list of indicators for their local area agreements (see description above). The new National Indicator Set (NIS) came into operation on 1 April 2008.
North London Waste Authority (NLWA)	The North London Waste Authority (NLWA) was established in 1986 and is the statutory waste disposal authority for seven local authorities, these are: Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest. The NLWA's primary function is to arrange for the transport and disposal of waste collected by these seven boroughs and to promote waste minimisation and recycling. See www.nlondon-waste.gov.uk for more information.
Obesity	A person is considered obese if they have a Body Mass Index (BMI) of 30 or greater. (BMI is a measurement of weight in kilograms divided by height in metres squared).
Personal, Social, Health Education (PSHE)	Personal, Social, Health Education (PSHE) includes everything schools do to promote pupils' good health and well-being and supports children and young people to make informed decisions about their lives. It is a planned curriculum area that contributes to pupils' life changes, developing knowledge, understanding, skills and attitudes.
Public procurement	The purchasing of goods and services by public sector institutions, namely hospitals, schools, care homes, prisons and other organisations funded by the 'public purse'.
Seasonal food	Seasonal food is food grown or reared during the time of year it naturally occurs in the UK without relying on, for example, oil-fueled electricity to heat greenhouses, coal-fueled electricity for cold storage, energy generated from non-renewable sources such as gas or coal, or agricultural chemicals (based on fossil fuels) to artificially extend the growing season.
Waste & Resources Action Programme (WRAP)	WRAP (Waste & Resources Action Programme) helps individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change. See www.wrap.org.uk for more information.

- 1 Healthy Weight Healthy Lives, Department of Health (2008).
- 2 As per the report of the Brundtland Commission 'Our Common Future' (1987).
- 3 This survey, conducted by the Food Standards Agency, is of a national sample of adults aged 19 to 64 years, and is part of a programme of national surveys that gathers information about the dietary habits and nutritional status of the British population.
- 4 NHS Information Centre (2006) Health Survey for England 2005 Latest Trends. NHS Information Centre
- 5 Foresight (2007) Tackling Obesities: Future Choices – Project Report. Government Office for Science
- 6 NHS Information Centre (2006) Health Survey for England 2005 Latest Trends. NHS Information Centre
- 7 As per Choosing Health: Making Healthier Choices Easier (Public Health White Paper, 2004); and the Food & Health Action Plan (2005)
- 8 See Food Climate Research Network – www.fcrn.org.uk and Tukker A, et al. (2005) Environmental impact of products (EIPRO): Analysis of the life cycle environmental impacts related to the total final consumption of the EU25, European Science and Technology Observatory and Institute for Prospective Technological studies, full draft report
- 9 Camden Waste Strategy 2006-2010 www.camden.gov.uk/ccm/content/environment/waste-and-recycling/waste-education-and-policy/filestorage/draft-camden-waste-strategy-2006-2010---online-consultation-results.en
- 10 Delivering a sustainable Camden. London Borough of Camden's Environmental Sustainability Delivery Plan 2008 – 2012. Please see the Glossary for an explanation of National Indicators.
- 11 For more information about Buywell see: www.sustainweb.org/buywell/; for more information on the work in North East of England see: <http://nds.coi.gov.uk/environment/fullDetail.asp?ReleaseID=384156&NewsAreaID=2&NavigatedFromDepartment=True>

Picture credits: Front cover (South Camden Community school pupils growing food in the Skip Garden near King's Cross, a Global Generation project); John Sturrock, Argent; Page 17: John Sturrock; Pages 22, 31 and 54: Pamela Troni (www.pamelatroniphotography.com); Page 25 (Good Food on the Public Plate project, Sustain); Sara Hannant.



