



Sustain: the alliance for better food and farming

Annual Report & Accounts for the year ended 31 March 2014

Sustain annual report

Throughout the year, Sustain: The alliance for better food and farming has been at the forefront of initiatives to improve the healthiness and sustainability of our food system. From improvements in school food and education, to involving tens of thousands of people in community food growing, and starting to address serious issues such as antibiotic-resistant bacteria caused in part by intensive farming, we and our members are helping to improve people's lives, the effects of food production and the natural environment. As Chair of the Board of Trustees, I have pleasure in presenting this account of Sustain's activities, achievements and finances for the year to March 2014.



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Membership of Sustain

As an alliance, Sustain literally is its membership. We work with our members on the projects and campaigns described in this Annual Report, and they join us in responding to, or creating, policy initiatives to improve the healthiness and sustainability of the food system. Membership of Sustain is open to national organisations that do not distribute profits to private shareholders and which therefore operate in the public interest. The organisations must be wholly or partly interested in food or farming issues and support the general aims and work of the alliance. Support for particular projects or campaigns is on an “opt in” basis, so membership of Sustain does not mean that an organisation gives its backing to each Sustain initiative.

Members

Academy of Culinary Arts
Chefs Adopt a School Trust
Association of Public Analysts
Association of School Health
Education Co-ordinators
Baby Milk Action
Behaviour Change
Bio-Dynamic Agricultural Association
British Association for the Study of
Community Dentistry
British Dental Health Foundation
British Dietetic Association
British Heart Foundation Health
Promotion Research Group
Campaign for Real Ale (CAMRA)
Campaign for Real Farming
Campaign to Protect Rural England
Caroline Walker Trust
Centre for Food Policy, City
University
Child Poverty Action Group
Common Ground
Commonwork Land Trust
Community Composting Network
Compassion in World Farming
Consensus Action on Salt & Health
Diabetes UK
f3 the local food consultants
Faculty of Public Health
Fairfood International
Fairtrade Foundation
Family Farmers' Association
FareShare
FARM
FARMA (National Farmers' Retail
and Markets Association)
Federation of City Farms and
Community Gardens
Feeding the 5,000
First Steps Nutrition Trust
Food Matters
Forum for the Future
Freedom Food
Friends of the Earth
Gaia Foundation
Garden Organic
GMB (Britain's General Union)
Good Gardeners Association
Guild of Food Writers

Harper Adams University
Department of Food Science
and Agri-Food Supply Chain
Management
Health Education Trust
HUSH: The UK E.coli Support Group
Hyperactive Children's Support Group
Institute for Food, Brain and Behaviour
International Institute for
Environment & Development
The Land is Ours
Marine Conservation Society
McCarrison Society
National Council of Women
National Federation of Women's
Institutes
National Trust
Natural Beekeeping Trust
New Economics Foundation
Northern Ireland Chest, Heart and
Stroke
Organic Centre Wales
Organic Research Centre (Elm Farm)
Organic Trade Board
Pasture-fed Livestock Association
Permaculture Association
Pesticides Action Network UK
Practical Action
Royal Society for the Prevention of
Cruelty to Animals (RSPCA)
Royal Society for the Protection of
Birds (RSPB)
School Food Matters
Scottish Crofting Federation
Share the World's Resources
Slow Food UK
Soil Association
Trading Standards Institute
UNISON
UNITE – Agricultural Workers Group
Vegetarian Society
Waste Watch
Wholesome Food Association
World-Wide Opportunities on
Organic Farms
Women's Environmental Network
World Cancer Research Fund

Observers

Agricultural Christian Fellowship
Allergy Alliance
Chartered Institute of
Environmental Health
Consumer Futures
Food Ethics Council
Linking Environment and Farming
(LEAF)
Marine Stewardship Council
National Heart Forum
Natural England
Royal Society for Public Health
UK Food Group
Which?
Wildlife and Countryside Link
WWF-UK

Joining the Sustain alliance

If your organisation is interested in becoming a Sustain member, download an application form at: www.sustainweb.org/membership or call the Sustain office for a conversation about how your organisation can get involved.

If your work is local rather than national, you may prefer to support a particular campaign or initiative, or join a project working party. Get in touch and we'll help you decide how best to join in.



We've come a long way... but so much still needs to be done

This year saw significant progress on several food policy issues on which Sustain has long campaigned for improvements, including school food, food education, hospital food and local food policies being adopted by towns and cities across the UK.

I am excited to be taking on the role as Sustain's Coordinator at such an important time for the future of the food and farming system on which we all depend. Our planet is under pressure from growing demand for food, particularly livestock products, much of whose production is associated with poor animal welfare and overuse of antibiotics. Obesity and other negative health effects of junk food diets are making daily headlines, yet perversely so are the lengthening queues for food banks, whilst food waste reaches criminal levels.

This year, Sustain has helped to promote greater consumption of food produced by more sustainable methods, such as

sustainably produced fish and organic food, whilst starting to explore with our members how to address serious problems with meat and dairy production, such as profligate use of antibiotics in farmed animals, and over-zealous restrictions on using food waste for animal feed.

However, the Coalition Government's continuing austerity programme and other economic difficulties mean that many of our fellow citizens are now facing severe financial hardship, with more than a million resorting to emergency food banks over the past year. Sustain ran food poverty and food access projects back in the 1990s to work with policy-makers to address such issues, but the problems have returned. We are consulting with our members on how best to respond.

As the UK's alliance for better food and farming, Sustain is well placed to champion both the practical and policy solutions to these, and to so many other problems. When



we join up as a powerful and determined alliance to campaign together, we gain public attention and political traction for lasting change based on the tried-and-tested solutions that we and our members have developed over the years. We've come a long way, but much more still needs to be done.

Sustain's new Coordinator, Kath Dalmeny, appointed January 2014, formerly Sustain's Policy Director.

A change of leadership, but not of resolve



Sustain's outgoing Coordinator, Jeanette Longfield

In October 2013, Sustain's Coordinator Jeanette Longfield tendered her resignation to Sustain's Chair, to retire to the Perpignan area in the south of France. The Sustain Trustee meeting and Sustain's AGM, held in October 2013, were Jeanette's last as Coordinator of Sustain, and therefore an opportunity both for Jeanette to say 'au revoir' to the membership that she had done so much to cultivate, and also for the membership to show their appreciation for Jeanette's inspiring campaigning and leadership over the past 30 years. Jeanette's leaving party took place

in December 2013, attended by many Sustain members, friends and colleagues – old and new.

After an open recruitment process, Sustain's Trustees appointed Sustain's Policy Director Kath Dalmeny (see above) as the new Coordinator. Sustain's Network Director Ben Reynolds took over as Deputy Coordinator. Both have worked for Sustain for several years and have an in-depth knowledge of the issues covered by Sustain and excellent working relationships with Sustain's members, funders and many other colleagues and supporters.

Children's Food Campaign

www.childrensfood.org.uk

Campaigning for better school food, and food skills, and protecting children from junk food marketing

Photo: SchoolFoodMatters



2013 saw promising signs for improvements in school food

For over a decade, Sustain has coordinated the national Children's Food Campaign, currently funded by the British Heart Foundation, and with over 150 supporting member organisations – including expert health, education and sustainable food groups and several Royal Colleges. Together, we are calling for: legally-binding food standards for school food; good food education in the national curriculum for schools; restrictions on junk food marketing to children; and simple-to-use nutrition labelling on food.

Improving food standards and food education in schools

September 2013 was a time for celebration. After years of

campaigning, we were delighted when the final version of the new National Curriculum confirmed cooking and food education's place as a compulsory subject in Key Stages 1 to 3. Throughout the year, we had undertaken campaign activity, and ran a major online action so that people could easily respond to the Department for Education's (DfE) consultation, resulting in hundreds of submissions from parents, teachers and other concerned individuals. We also made the case for improved training and facilities and worked with the Royal Academy of Culinary Arts, the Design & Technology Association and other organisations to help shape the programme of study.

In September, we also supported charities 4-in-10 and Child Poverty Action Group in calling for universal free school meals in London's primary schools. Events on the national political stage took over in December, when the government announced that all pupils in the first three years of primary school will be given free school meals from September 2014. We were pleased to see Deputy PM Nick Clegg make the explicit link between free school meals and helping to tackle poverty. We shifted our attention to lobbying to ensure that new money would be allocated for the capital expenditure needed by schools.

We also contributed to the development of the School Food Plan, run by restaurateurs Henry Dimbleby and John Vincent, working with education minister Michael Gove and the Department for Education (DfE). We worked with campaign supporters to submit advice to the School Food Plan and DfE covering the full range of policies that would ensure healthy and nutritious food in schools and a good grounding in food education and skills for pupils.

The School Food Plan was published in July 2013, and we contributed extensively to the debate in the media. There were some things to celebrate, but also areas where we considered that the Plan had not gone far enough, particularly on monitoring and food standards for academies. New school food standards are expected in summer 2014.



Children's Food Campaign

Key achievements

The Children's Food Campaign is instrumental in keeping up the pressure on government to improve children's food, and this year saw several very important moves towards our goals:

The Food Standards Agency announced new front-of-pack food labelling, with traffic-light colour coding to make nutrition information easy to understand.

The School Food Plan set out the first steps of a healthy eating agenda for English schools.

The revised National Curriculum reinstated compulsory cooking and food education.

The government announced universal free school meals for infant school children.

Lidl became the first supermarket to remove less healthy snacks from all its checkouts in all of its 600+ high-street stores.

work down the 'rabbit-hole' of the ASA complaints process. We found that, two years after extending the non-broadcast advertising rules to cover websites and social media, the ASA was failing in its new role and food companies were exploiting loopholes. Our report generated heated debate in mainstream and industry press. Together with the British Heart Foundation, we used the report to lobby politicians and other influential figures.

The ASA acknowledged that our report and attendant press coverage had been pivotal to reaching a 'critical point' on reviewing certain aspects of the advertising code. We worked with the British Heart Foundation, UK Health Forum and several others to close the loopholes in existing regulations that companies were using to market junk food to children, to inform a briefing for MPs and our lobbying plan.

Our long-running complaint to the ASA about marketing claims on the website for Nesquik – a sugary milk flavouring powder produced by the food manufacturing giant Nestlé – finally reached a conclusion, over a year and

half after our initial complaint was lodged. In a big win for the Children's Food Campaign, on the eve of the case becoming public, Nestlé removed the offending Nesquik website and replaced it with a basic corporate page. The ASA's actual ruling (or rather lack of one) also provided us with more evidence of the ineffectiveness of the voluntary marketing code.

Removing junk food from supermarket checkouts

We launched a campaign with the British Dietetic Association (BDA) to 'chuck junk off the checkouts' (www.junkfreecheckouts.org). We co-ordinated media activity with the BDA and *Slimming World* magazine. Our new Checkout Challenge card has already proved very popular, as people can award stores a 'pass' or 'fail' by handing over a campaign card. Over 1,000 were distributed in the first few weeks of the campaign.

The campaign has gone from strength to strength, stimulating parliamentary debate about how to tackle unhealthy food promotion, and hundreds of emails from our supporters writing to supermarket

Controlling food marketing and advertising to children

In spring 2013, together with British Heart Foundation colleagues, we met with the Advertising Standards Authority (ASA) and Committee on Advertising Practice (CAP). Over the previous year, we had submitted to the ASA a series of complaints about advertising for children's food and drinks, and nutritional claims, including in online promotions. We then produced a major new report on regulation of online junk food marketing to children. Entitled 'Through the Looking Glass: Examining the world of the regulations that are supposed to (but don't) protect children from online marketing of junk food', this was the culmination of a year's



Food education and skills are now a compulsory part of the National Curriculum

head offices, asking them to remove unhealthy items from tills. In January 2014 this led to a major success. Lidl supermarket implemented a junk-free policy across all tills and stores, with no seasonal exceptions for Christmas or Easter confectionery. Lidl also applied a nutritional model to choose which snacks (fresh fruit, dried fruit and nut mixes and bottled water) they will allow to be sold by the checkouts. We are now pressing the UK's other high-street retailers to follow Lidl's inspirational lead and chuck junk food and sugary drinks off the checkouts.

Making food labelling easier to understand

We continue to take an active role in the third-sector group supporting widespread adoption of a front-of-pack nutrition labelling system with robust criteria. This would require presentation of nutrition information not only as percentages of their contribution to guideline daily amounts, but also interpret the information in a colour-coded 'traffic light' format. In summer 2013 the Food Standards Agency announced new front-of-pack traffic light labelling

scheme, for which we have lobbied, with our members, for many years. The new and consistent front-of-pack nutrition label was launched on 19 June. The system will combine both traffic light colour-coding and nutrition information to show how much fat, saturated fat, salt and sugar, and calories are in food products. Mars UK, Nestlé UK, PepsiCo UK, and Premier Foods announced that they would join all the major retailers – including Sainsbury's, Tesco, Asda, Morrisons, the Co-operative and Waitrose – in using the consistent label on their own-brand products.

Children's Future Fund

www.sustainweb.org/publications

Calling for a sugary drinks duty to raise funds to promote children's health

Sustain published new research into the benefits of the UK putting a financial levy on sugary drinks, to pay for a Children's Future Fund to promote children's health. Throughout 2013, we have responded to increasing media interest, with influential figures beginning to support this important policy. This included the Chief Medical Officer, Professor Dame Sally Davies, who said that introducing some form of tax on unhealthy food and drink might be necessary as voluntary measures to tackle obesity had not worked.

Sustain's 'Children's Future Fund' report recommended that the Government should:

- introduce a sugary drinks duty for the UK which, at 20p per litre, would raise £1 billion a year;
- ring-fence the majority of money raised for a Children's Future Fund, to be spent on improving children's health by, for example, providing free and high quality school meals or sustainably produced fruit and vegetable snacks in schools;
- revise our VAT system so that it is linked to the healthiness of food;
- develop food duties, in the longer term, on unsustainable food to take into account criteria such as environmentally friendly farming, high animal welfare, ethical trading, low greenhouse gas emissions, water stewardship, and reducing waste.

We aim to develop this work into a national campaign, to launch in 2014, supported by the Kenneth Miller Trust. The Children's Food Campaign expert working party have already told us they would be supportive of such an approach.



A Children's Future Fund

How food duties could provide the money to protect children's health and the world they grow up in

Campaign for Better Hospital Food

www.hospitalfood.org.uk

Seeking to improve the healthiness and sustainability of food served to NHS patients



Prince Charles meets Sustain's Campaign for Better Hospital Food coordinator Alex Jackson (right) and Mike Duckett, former head of catering at the Royal Brompton Hospital (centre), at an event at Clarence House in London to highlight new CQUIN payments for hospitals that meet healthy and sustainable food standards.

Sustain's Campaign for Better Hospital Food, funded by the Esmée Fairbairn Foundation and with the support of 100 national health, medical and food organisations, was this year influential in creation of the Department of Health's new Hospital Food Standards Panel, which will set health and sustainability standards for hospitals to apply to the 300 million meals served to patients in English hospitals every year.

We now have 100 supporting member organisations – including patient bodies, nutrition and health expert groups, several Royal Colleges, unions that

represent hospital staff, and food organisations. This year:

- The Hospital Caterers Association (HCA) confirmed its support for our Campaign.
- The British Medical Association stated its support for introduction of nutrition standards for hospital food at its annual conference.
- We continued to convene the national Hospital Food Forum.
- We responded to several policy initiatives, such as the Care Quality Commission's Dignity & Nutrition in NHS Hospitals report and a Government consultation on a Sustainable Development Strategy for the Health and Care System.

Backing the Hospital Food Bill in Parliament

This year, the campaign has championed a private member's bill in Parliament. This was introduced by Baroness Cumberlege of Newick and, if enacted in law, would require the Health Secretary to commission a body of experts to set mandatory health and sustainability standards for food served in hospitals. The Care Quality Commission would then check that these standards are being met. If enacted, the Health and Social Care (Amendment) (Food Standards) Bill, would:

- Amend the (currently vague) food regulations enforced by the Care Quality Commission,

so that hospital food must meet clear mandatory nutrition and sustainability standards.

- Require all NHS trusts to re-register with the Care Quality Commission to prove that their hospitals are meeting food standards, and ensure that catering providers are inspected annually for compliance.

The Bill received its first reading in May 2013, with the second reading in November in the House of Lords. We encouraged several cross-party peers to speak in support, and sent them a briefing document. To promote the Bill, we issued a press release showing that some hospitals spend more on nutritional supplements than on patient food.

Whilst the Bill did not gain Government backing, our work and media coverage began to influence government policy. At the second reading, government minister Earl Howe publicly recognised the need to address concerns about hospital food and committed the Government to creating a Hospital Food Standards Panel. This represented significant progress. Sustain's campaign co-ordinator Alex Jackson joined the Panel to champion health and sustainability, and the Panel is due to recommend standards in autumn 2014.

Improving Government Buying Standards

Throughout the year, we worked with Defra and farming organisations, including the National Farmers Union (NFU), to strengthen standards for food served in government, prisons and the armed forces. We briefed Huw Irranca-Davies MP, who agreed to meet with a group of organisations interested in improving central Government Buying Standards (GBS). We argued that these need to include clearer criteria about British food, and be extended to hospitals. In support of this work, we also liaised with the agricultural magazine *Farmer's Weekly* to promote British food in hospitals.

Keeping hospitals cooking

Working with the public service trade union UNISON, we launched a joint promotion of 'Keep Hospitals Cooking'. This included a public declaration of their support for the campaign at their Health Conference in Glasgow in April 2013, and an accompanying press release. Together, we undertook a survey of catering staff at every hospital in the country to find out what they think about the value of hospital kitchens and food standards, their working conditions and what changes they would like to see to improve these.

In December 2013, we published the survey findings in a report called 'Keep Hospitals Cooking: Reflections from a hospital kitchen', launched at a UNISON operational services event. Among other findings, we showed that 9 out of 10 hospital catering staff would support introduction of mandatory standards for hospital food. This received press coverage in the *Sunday Mirror* newspaper.

Promoting patient power

In August 2013, the campaign attracted extensive media coverage for our press release showing that, while hospitals often give their food a 'good' or 'excellent' rating, only half of patients describe the food they are served in hospital even as 'good'. We researched every NHS Trust in England and also looked at how much Trusts are spending on hospital food and how much food is wasted. Many hospital patients saw our press coverage and sent us their stories and photos of hospital food. We shared these online, provoking much social media debate about hospital food quality, and generating enquiries from the media, hospitals and policy-makers. Michael Seres, our 'Patient Ambassador' with many years of personal experience of poor-quality hospital food, also continued to generate support amongst patients, patient groups and the media for better hospital food standards.

Key achievements

The Campaign for Better Hospital Food was instrumental in keeping up the pressure on government to improve hospital food, and this year saw several moves towards our goals:

Our Hospital Food Standards Bill made waves in Parliament, helping to keep up public pressure for the government to take action on hospital food.

The Department of Health set up a Hospital Food Standards Panel to recommend criteria for healthy and sustainable food.

The Panel's recommendations for food standards will be a requirement in NHS Standard Contracts for hospitals.

The government made available funding for NHS Trusts if they apply standards to their meals (called CQUIN payments).

Assessing costs and benefits

The Network for Social Change funded an investigation into the costs and financial benefits of introducing mandatory standards for hospital food in England. We issued Freedom of Information requests asking for food supply information from every NHS Trust in England, and undertook an extensive literature review, including how hospital food could improve health, jobs in British farming and sustainability. Our report will be published in 2014.

Improving animal welfare

Working with the RSPCA, we produced 'Ward Off Cruelty' postcards for every RSPCA branch and outlet in England, for the RSPCA's 84,000 supporters, and others, to send to Health Secretary Jeremy Hunt asking him to introduce mandatory animal welfare standards for hospital food.

Capital Growth / www.capitalgrowth.org

The network for community food growing in London



Through 'Growing Leaders', we have trained over 30 people to run community food projects

Key achievements

Having helped establish 2,012 new food growing spaces in London by the end of 2012, Sustain's Capital Growth is now the capital's network for community food growers, involving over 150,000 Londoners. This year, we trained over 650 people, most at the Allotment Garden in Regent's Park, run by Capital Growth. We have also challenged London's food growers to 'Grow a Million Meals', to show how inspiring and productive urban food growing can be, and estimate that fruit and vegetables for 265,000 meals per year are already being produced.

Sustain developed and now runs the Capital Growth network for individuals, community groups and schools growing food in London, with a membership of over 2,200. Following our hugely successful campaign to set up 2,012 new growing spaces by the year of the London 2012 Olympic & Paralympic Games, we have continued to support food growers in London thanks to funding from the Greater London Authority (GLA), Royal Parks Foundation, Big Lottery and City Bridge Trust.

The estimated reach of the network now stretches to over 150,000 Londoners, many from disadvantaged communities.

We ran our fourth training season with over 40 sessions, most taking place at Regent's Park Allotment Garden, as well as seven networking events, collectively benefiting over 650 people. We also ran another Growing Leaders support programme for ten budding growers, helping them start their own projects.

September 2013 saw our second Urban Food Fortnight, celebrating ultra-local food in the capital with over 100 events, including pop-up dinners, special menus and our third Edible Gardens Open Day, with thousands of people visiting the 60 gardens that took part. The fortnight was run as part of our 'Grow to Sell' support, helping a range of growers to sell produce or develop enterprising ideas. A member of our team visited the USA and Canada, through a Winston Churchill Foundation scholarship, to bring back ideas to take this programme forward. We also ran our third Big Dig Day in March 2014 to help our members find local people to join in, with 80 gardens enjoying a day of activity helped by over 950 volunteers.

Capital Growth released a number of popular publications this year, including lessons learnt from our first phase, as well as 'Grow More Food Top Tips', a toolkit to help growers increase their yields, developed from a pilot with 14 groups as part of our 'Growing a Million Meals' campaign. The campaign included competitions, giveaways and our online Harvest-ometer, which people can use to calculate the value of food people grow. In its first season, 160 growing spaces were involved and collectively grew 20 tonnes of food worth over £150,000.

We also became a partner in Food Growing Schools London, led by Sustain member Garden Organic and funded by the Big Lottery and GLA, aiming to help every school in London to grow food.



Capital Bee / www.capitalbee.org

Helping to make London a place where bees can thrive

The crisis in bee populations made headlines throughout the year. Sustain's Capital Bee project, funded by the City Bridge Trust has coordinated joint action between London's policy-makers, conservation groups and land-management specialists in response to three major areas of policy. Our work has focused on policies that directly affect both pesticide use and bee/pollinator-friendly land use in London:

- **European pesticide policy:** In May 2013, the European Commission banned use of three pesticides in the neonicotinoid family for two years, identified as those posing 'high acute risk' to bees and used in crops such as maize, cereals, sunflower and oilseed rape.
- **UK National Pollinator Strategy consultation:** In March 2014, Defra started to consult on a national pollinator strategy for bees and other pollinators.
- **London-based pollinator policy work:** Sustain's Capital Bee project convened the London Pollinator Forum, helping to promote the B-Line initiative; and in particular

working on a London Pollinator Plan, involving policy-makers, local authority and other land managers and conservation groups.

In November, we organised the London Pollinators consultative conference, attended by 35 expert organisations to determine the steps needed to protect London's pollinators, and the practical opportunities to do so. This will feed in to the forthcoming London Pollinator Plan.

During the year, we also sought to work with many groups to increase their influence, such as:

- Supporting the Pesticide Action Network to develop a London Borough pledge to support pollinators, piloted with the London Borough of Lambeth.
- Contributing to several Bee Summit activities, run by Friends of the Earth, to draw up policy recommendations for London and national work to protect bees, including attendance at a Defra consultation in October 2013.
- Working with the British Bee Keeping Association, who went on to sponsor our schools 'Bee, Honey & Diversity' symposium.

- Discussions with Green Flag (which works with parks) and London in Bloom about incorporating bee-friendly measures into their awards.
- Supporting Sustain's Capital Growth project (see page 12) to influence developers, to provide green space, wildlife-rich areas and community food growing space within housing estates.
- Encouraging universities with green spaces to adopt bee-friendly pesticide and land management practices.

We revised our Capital Bee website to explain clearly the need for bee-friendly practices, also providing an interactive map for people to identify community gardens with beehives across London, and explaining how to get involved with local projects, including community food growing. Capital Bee's pages received over 14,500 visits over the past year, and over 35,000 since the project began.



Key achievements

Sustain's Capital Bee project convened and now runs the secretariat for the London Pollinator Forum, involving leading conservation groups seeking to improve conditions for bees and other pollinators in the capital.

We led on development with these groups of a London Pollinator Plan,

to inform our joint response to the National Pollinator Strategy. This includes proposals for a 'B-Line', initiated by Buglife and the Bee Collective, to create a network of flower-rich habitats across London to support insect pollinators.

We also contributed to development of the government's National Pollinator Strategy, due to be released in 2014.



Big Dig / www.bigdig.org.uk

Promoting volunteering in community food growing across the UK



Volunteers take part in food-growing at Bethnall Drive allotments in Manchester as part of Sustain's national Big Dig initiative

spread in *The Sunday Times* gardening section helped to raise its profile and a number of the cities generated extensive local media coverage. In total, we have now worked with 29 towns and cities, from Belfast to Totnes, involving 9,400 new volunteers and training over 5,000 people.

During 2013, we also started to investigate opportunities for employee volunteering. We refreshed the Big Dig website to promote opportunities for companies to provide staff to help community gardens, usually as part of their Corporate Social Responsibility (CSR) policy.

Whilst the funding for the first phase of Big Dig finished at the end of 2013, Sustain found enough money from different sources to run the Big Dig event in March 2014. We helped kick-start the growing year by attracting new volunteers to get involved in their local community gardens, or to set up new ones. Over 150 food growing spaces took part, attracting over 1,200 volunteers. In London, this work was supported by the GLA's Urban Food Routes programme (see London Food Link report) and also featured in *The Guardian* newspaper's weekend magazine. New funding from the Big Lottery's Awards for All also means we are now able to plan to run a national Edible Gardens Open Day in Autumn 2014 and a London-focused Big Dig event in March 2015.

Key achievements

The Big Dig project promotes volunteering in community food growing. This year:

We trained 3,800 people and engaged over 3,000 new volunteers, and a further 1,900 people took part in social action.

We ran the second national Edible Open Gardens Day in 194 gardens across 19 UK cities, attracting 4,000 visitors.

Over the lifetime of the project, 450+ gardens have taken part in national events; we have recruited 8,000+ new volunteers, 5,000+ school children and corporate volunteers; and we've attracted 15,000 people to attend events.

Sustain's Big Dig project emerged from the successful pilot of a volunteering day in London as part of the Capital Growth initiative (see page 12), which we developed into a series of training and events funded by the Social Action Fund, with the first phase running to the end of September 2013.

Feedback from the 27 towns and cities around the UK that took part in our very successful Big Dig Day on 16 March 2013 showed that over 2,000 local volunteers had taken part across 280 gardens. Of these, nearly half were new volunteers and a quarter had never volunteered before.

This year, our Big Dig project also coordinated its second national Edible Open Gardens Day, working with 194 gardens, a big increase on last year's 116. A double-page



Growing Health / www.growinghealth.info

Aiming to make food growing a routine part of the health service

The Growing Health project, run jointly by Garden Organic and Sustain and funded by the Tudor Trust, aims to make food growing a routine part of the health service, for the benefit of those with physical or mental health problems.

There are now examples from around the country of pioneering GPs who are prescribing food growing to improve physical fitness, and to help people with mental and physical health problems to connect with nature and with other people in their community. Our Growing Health project brings together the evidence and works to influence health professionals and commissioners. We have also helped food growing projects to think through how they can provide services in a way compatible with health service needs.

This year, we undertook a major literature review to produce a summary of the evidence showing how food growing can promote and improve health and wellbeing, to convince health professionals of the benefits. Alongside this we produced a briefing note on 'Healthy Weight and Dementia',

as well as case studies of projects already working with the NHS or local public health teams.

Activities to disseminate our research findings included well-received events with Public Health West Midlands, and a joint event with the Thrive charity held at the Royal College of Physicians. Food growing projects and health professionals that attended told us they found it inspiring to see examples of good practice.

We developed a Growing Health expert advisory group, comprising academics, practitioners and champions who are also in a good position to influence health services locally.

We are now planning a national conference and publication for April 2014, and working on a toolkit.

Key achievements

The Growing Health project aims to make food growing a routine part of the health service. This year, we:

Produced case studies of inspiring food growing projects providing services on referral from GPs and public health.

Published a review of the evidence showing how food growing can help support health and wellbeing, see: www.sustainweb.org/publications.

Ran several well-received events for health and food growing practitioners to hear examples of good practice, including a conference held at the Royal College of Physicians.



The picture shows food growing at Sydenham Garden, a charity providing gardening, conservation and creative opportunities for the wellbeing of local residents. Patients are referred to the project through their GP or key worker and can receive accredited training and help with progression to further education, volunteering or re-employment – a model we aim to promote for future NHS services.



Sustainable Food Cities

www.sustainablefoodcities.org

Working with towns and cities to use food as a catalyst to tackle local challenges

Launched in 2013, Sustainable Food Cities is a network of over 30 towns and cities around the UK, from Plymouth to Edinburgh, with more cities expressing interest in joining in. With the support of our national partners – Food Matters, and the Soil Association – we have undertaken local consultation events, set up local food partnerships and developed food action plans.

Funding is from the Esmée Fairbairn Foundation, to run this network nationally, and to pay for six food project officers to be employed in Belfast, Bournemouth & Poole, Cardiff, Liverpool, Newcastle and Stockport to spearhead this approach locally.

From obesity and diet-related ill-health, to food poverty and waste, climate change and biodiversity loss, to declining prosperity and social dislocation, the message of Sustainable Food

Cities is that food is not only at the heart of some of our greatest problems, but also a vital part of the solution.

Alongside work on local priorities, three core themes will be explored over the three years of the project by the participating towns and cities: public procurement; food growing; and food poverty. Each will provide opportunities for joined-up approaches.

Sustain is also very keen to see these activities as a vehicle for the many effective policy and practical initiatives that so many of Sustain's members now champion, such as the Healthy Cities award, the Food for Life Catering Mark and Partnership, Fairtrade Town status, the Sustainable Restaurant Association, Sustainable Fish Cities and the Good Farm Animal Welfare awards – to name but a few. Considerable investment of grant funding, time and expertise have gone in to developing these over recent years, so Sustainable Food Cities can provide a framework to help them become more universally adopted. Several Sustain members whose work will benefit from being rolled out at a city level are already involved in the project's expert advisory group. The focus is on activities that will make a tangible difference to improving each city's food system.

The first Sustainable Food Cities webinar took place in September 2013, on implementation of new school food standards, with a presentation about opportunities for getting involved by Myles Bremner, newly appointed Director of the School Food Plan. We ran a second webinar on food growing and planning, with presentations



Food consultation events have taken place all over the UK

from ourselves, Food Matters and the Community Land Advisory Service. Sustain also presented at Sustainable Food City events around the country, such as Birmingham, Greenwich, Hackney, Liverpool, Stockport and the West Midlands. Several events were part of the public consultation that these places undertook to help define their action plans. The Sustainable Food Cities national conference took place at the end of March in Brighton and was a resounding success, with over 100 attendees from across the UK.

The event saw the launch of the Sustainable Food Cities Award, aiming to recognise those places taking a joined-up approach to food, leading to measurable improvements at a local level. A handful of towns and cities will help pilot the award, with the first places to achieve this standard announced by the end of 2014.

Key achievements

In its first year, Sustainable Food Cities has already taken impressive first steps, including:

The partnership is already working with 35 towns and cities across the UK (see map), which have established food action plans and local partnerships.

We ran several webinars on issues of common concern and a sell-out national conference.

We have helped local groups to launch Sustainable Fish Cities campaigns, as a first step to improve public sector food.



Sustainable Food Cities

Towns and cities across the UK are now creating food partnerships and action plans to improve the healthiness and sustainability of their food. The map shows towns and cities already signed up. In London the boroughs of Islington, Lambeth and Greenwich are involved.



London Food Link / www.londonfoodlink.org

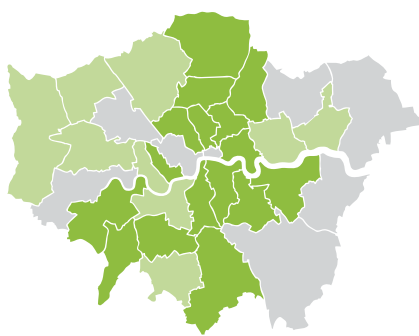
The network of organisations and individuals in London who care about good food

London Food Link undertakes a wide range of promotional and campaign activities to improve food in the capital. London Food Link also sits on the London Food Board (which we helped to establish back in 2006), chaired by former journalist Rosie Boycott and hosted by the Greater London Authority food programme, which advises the Mayor of London on food policy for the capital. This year, London Food Link's work included publishing our quarterly *The Jellied Eel* magazine, supporting food businesses to use more sustainable food through the Ethical Eats and Urban Food Routes projects, reducing food waste, and helping more communities enjoy the benefits of food growing, as well as promoting green space and wildlife habitats in London, through Capital Growth and Capital Bee. These all form part of the London Food Link family of activities.

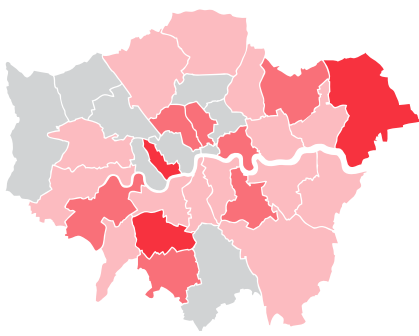
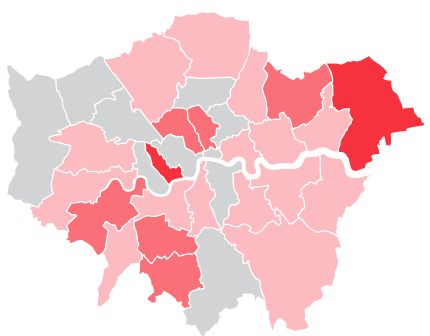
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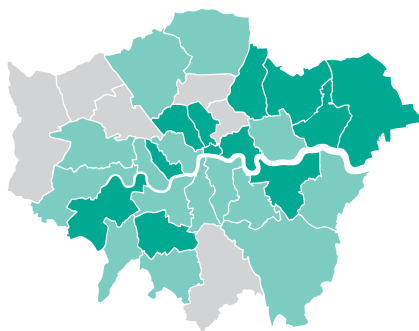
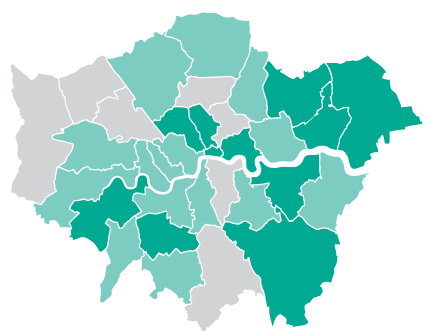
What are London Boroughs doing for community food growing?



What are London Boroughs doing to improve school food?



What are London Boroughs doing to promote sustainable fish?



Note: Dark shaded boroughs indicate full commitment with lightly shaded boroughs representing interest or limited progress towards aim.



The London Food Link network, coordinated by Sustain, works to push good food up the capital's public and political agenda. Now in its third year, our 'Good Food for London 2013' report, this year part-funded by the GLA, provided a competitive league table of progress made by London Boroughs on key food issues, to help their residents have better access to healthy and sustainable food. The report provides infographic maps of progress on issues such as school food, Fairtrade, sustainable fish, animal welfare, community food growing and healthier catering, as well as highlighting further action that local authorities can take to improve the food system. This year, nearly half of London's 33 Boroughs had made progress since our previous league table, published in 2012.

The Jellied Eel magazine

www.thejelliedeel.org

Now in its 12th year and with 50,000 readers, London Food Link continues to publish our popular *Jellied Eel* magazine, the

capital's free magazine promoting ethical food, distributed via 150 ethical eateries, food markets and community venues around town. We promote the best of ethical and food enterprise and good food initiatives popping up all over the city.



The Ethical Eats network

www.ethicaleats.org

This year marked the end of one of our most long-running and successful London-based food projects, Ethical Eats, a network of over 1,000 London eateries interested in healthy, ethical and sustainable food. Funded through the Big Lottery's Local Food scheme since 2009, Ethical Eats achieved impressive results. As a result of our work, hundreds of restaurants, caterers and community cafés in the capital reinforced their commitment to ethical food, and shared their expertise generously with others. Many more hundreds of good food suppliers also had their products promoted on Sustain's popular Local Food Finder, www.localfoodfinder.org.

Over the years, Ethical Eats and sister projects have also worked together to provide workshops and popular guidance documents for many caterers, festival organisers, street food traders and catering students, helping them to learn about sustainable food and

to embed the principles into trading practices and into catering college curricula and qualifications.

Ethical Eats also helped lay foundations for influential initiatives that have gone on to become successful in their own right, eg:

- Contributing to the Food for Life Catering Mark standards, run by the Soil Association, now improving meals in around one fifth of the UK's primary schools, and many hospitals.
- Helping with Sustainable Restaurant Association standards now being adopted by restaurants around the UK.
- Winning a healthy and sustainable food policy for the London 2012 Olympic & Paralympic Games.
- Inspiring our Sustainable Fish City campaign now spreading to more cities in the UK.
- Establishing Urban Food Fortnight, in partnership with Sustain's Capital Growth project, bringing together hundreds of London's enterprising food growers and sustainable chefs in a high-profile celebration of ultra-local produce.

Improving catering training

Ethical Eats this year focused on work to help improve food and food training for disadvantaged people, and to improve understanding of how good food can contribute to better jobs and urban regeneration.

We organised workshops for catering students, featuring demos by practising chefs and caterers. We also worked with catering teachers in several leading catering colleges, to help embed healthy and sustainable food principles into their work. In consultation with them, we produced 'Good Food Guidelines for Chefs, Caterers and Culinary Students': www.sustainweb.org/publications/info/272.

To embed healthy and sustainable food into catering practice, we worked with the vocational education qualifications body, City & Guilds, on curriculum content for the new Sustainable Catering qualifications, launched in September 2013. We hope these will be taken up by at least 80 training institutions across the UK.

Helping community cafés

Throughout the year, we worked with many community cafés in deprived areas of London to help them plan their work and menus more cost-effectively, and to serve healthier and more sustainable food. Community cafés are those set up to benefit local people, often serving low-cost meals to low-income families, older people and people with mental or physical disabilities. Many are run on a voluntary basis and/or as part of a community or church-based venue.

We provided organisers and staff of community cafés with one-to-one advice, news, workshops, specialist publications and networking events, with very positive feedback. Training covered sustainable business planning; financial management; vital food hygiene and health and safety; food buying and sustainability; community promotion; and how to train and retain staff and volunteers. Working with Sustain's Real Bread Campaign, Ethical Eats also organised a workshop to help community cafés, caterers and food projects to get baking and making Real Bread.

In consultation with practitioners, and highlighting case studies of successful work, we produced four detailed advice sheets:

- Your people: leading and managing the people involved in community cafés;
- Money matters: managing and planning finances;
- Getting the food right: delicious, local and sustainable menus at an affordable price;
- Promoting your café: marketing and promotion to attract new customers and keep them coming back.

At the final Cracking Community Cafés Get Together networking event, held at the Lumen café in September 2013, we were very encouraged by the appetite of the majority of participants to keep the network going, which now takes place as an online forum.



Ethical Eats helped community cafés serving people in need to plan their menus more cost-effectively

Helping Good Food Markets promote urban regeneration

Ethical Eats supported planning, launch and development of a new high-quality food market, to demonstrate how markets increase footfall, local jobs and economic vibrancy, and rescue local high streets from decline.

We helped the Brentford High Street Steering Group Committee with funding and practical help to set up a new weekly food market, launched in May 2013. We helped extensively with planning, marketing, social media and with recruiting and training stall holders. We also took market organisers to visit similar initiatives around London, to learn from their successes and common pitfalls.

The market has enjoyed great local support and success, attracting over 1,000 shoppers every week and becoming a weekend destination. This has helped other local businesses to extend their opening times and increase sales, showing how Good Food Markets can promote urban regeneration.

Supporting food enterprises

We helped the Greater London Authority (GLA) to develop a 'demonstration food enterprises' project to pilot providing small-scale grants and business support to four community food enterprises. The Plunkett Foundation, with which Sustain has a long-standing working relationship, was appointed as a project coordinator, and London Food Link helped recruit suitable enterprises via our network.

After review of this successful pilot, the GLA's food team expanded this work to the Urban Food Routes project: www.urbanfoodroutes.org.uk. We are now working with the GLA and Plunkett Foundation to support 20 to 30 small-scale food enterprises around London – those that can also offer social and environmental benefits. Sustain will again help promote public engagement through our initiatives such as Big Dig, Capital Growth, Edible Open Gardens Day, Urban Food Fortnight and *The Jellied Eel* magazine (see previous pages for further details).

Nose-to-Tail Fortnight

We ran our second Nose-to-Tail Fortnight in June 2013, with a wide range of restaurants, pubs, street-food traders and pop-ups around London celebrating offal and other less familiar cuts of meat, to use livestock products more efficiently and reduce waste.

This second year of the campaign was run with Grub Club (www.grubclub.com), a new network for pop-up restaurants and supper clubs. The campaign was covered by *The Daily Telegraph*, *Restaurant Magazine* and *TimeOut*, as well as many popular London food and event blogs.

FoodSave

www.sustainweb.org/foodsave

FoodSave is a new programme helping small and medium-sized food businesses in London to reduce food waste, and to divert surplus food to good purposes. These include being used by charities, used for animal feed, or for composting or anaerobic digestion, following the principles of the Food Waste Hierarchy (www.feeding5k.org/businesses+casestudies.php).

The programme runs from August 2013 to June 2015. Sustain is helping smaller food businesses in London particularly retailers, markets, wholesalers, farms and manufacturers to reduce food waste and send unavoidable waste to useful purposes. In parallel, the Sustainable Restaurant Association is working with restaurants, hotels and caterers. The organisation Feedback, a Sustain member that runs the Feeding the 5,000 and The Pig Idea campaigns, is also involved.

FoodSave is funded by the European Regional Development Fund, London Waste & Recycling Board and the Mayor of London, managed by the Greater London Authority and supported by the London Food Board.

GreenCook

www.green-cook.org

From 2012-2013, Ethical Eats was part of the EU GreenCook project, working to reduce food waste in the retail, catering and domestic sectors. The project involved partners from several EU countries, working on practical, research and other initiatives, with Ethical Eats coordinating UK work, funded by the European Interreg IVB programme.

We supported 11 inspirational GreenCook Food Waste Ambassadors to cultivate and celebrate food waste reduction initiatives in the industry, whose profiles are at: www.sustainweb.org/ethicaleats/greencook/. They have been generous with their time and expertise, helping to promote food waste awareness and

reduction to wider communities of food professionals, including a Young GreenCook Ambassador network at Westminster Kingsway, a leading catering college, where students will help to reduce food waste across the college.

We also organised several exchange trips, workshops for young catering students to learn about reducing food waste, a major two-day conference of all of the EU GreenCook organisations, and a guidance document with top tips from food professionals.

Capital Growth / Capital Bee

London Food Link's family of projects also includes Capital Growth and Capital Bee. See the separate chapter on food growing in this report for more information.



Sustain helped City & Guilds to develop curriculum content for their new Sustainable Catering vocational qualifications

Food poverty

Helping people on a low income to eat well



As more people struggle to eat well, Sustain is promoting policy solutions that go beyond emergency food banks

Sustain has worked on food poverty issues at several times since the 1990s. Half a million people in the UK are estimated to have resorted to emergency food aid over the past year, coming at the time of a 'perfect storm' of circumstances. More people are now facing hunger or relying on poor quality food to feed their families and households. Data from the Joseph Rowntree Charitable Trust showed that about a half of households in poverty have at least one person in work, so this is also an issue of the inadequacy of income levels. We worked with Professor Tim Lang of City University London to coordinate a seminar in June 2013 to discuss appropriate policy responses to this worrying re-emergence of food poverty.

Sustain has secured funding from the Trust for London to run a London Borough Food Poverty Engagement campaign. Due to

launch in 2014, this will build on our success with the Good Food for London borough league table (see London Food Link report) that has helped to improve the healthiness and sustainability of London's food. We will press London Boroughs to, for example:

- Promote breastfeeding;
- Extend free school meals to all primary school children;
- Adopt the London Living Wage;
- Encourage thriving street markets within easy walking distance of where people live;
- Provide meals on wheels to vulnerable older people;
- Increase the value of Healthy Start food vouchers for low-income pregnant women and families.

Where local authorities are willing, we will help them pursue more far-reaching initiatives, as have been undertaken by pioneering London boroughs such as Camden, Havering, Islington and

Tower Hamlets. We will hold local authorities to account by mapping the actions they take, and we will encourage citizens to lobby their local authorities and local elected representatives to do more. We will share good practice through the Sustainable Food Cities network.

2013 also saw Sustain contacted by many national and local agencies, seeking advice on what they can do to protect low-income people, particularly vulnerable groups, from falling into food poverty. We have been able to share models of good practice, contacts and advice, and are starting to plan for how we could provide such support more systematically – locally and nationally. Among many such contacts, we have, for example:

- Provided information to the Policy & Learning team of the England Directorate of the Big Lottery Fund, which is compiling a 'basic needs thematic overview' on food poverty and fuel poverty.
- Met with Dawn Austwick, new Chief Executive of the Big Lottery, to explore how the Lottery could support a coherent programme of work to meet local and national needs.
- Met regularly with the Zero Hunger London group of the London Assembly.
- Discussed project proposals with the London Food Board and Community Shop, which launched an impressive new social co-op near Barnsley to tackle severe hardship.
- Provided advice to the Plymouth Fairness Commission on a plan of action to address food poverty in the city.

Sustain is also advising the Sandwell Metropolitan Borough Council near Birmingham on food policy. Sandwell has a long history of food policy work – including innovative ways to improve fresh food accessibility, limit hot food takeaways near schools, and build the capacity of the region's small food enterprises. Sustain is working with Sandwell to review learning and identify new opportunities.

Organic sector development

www.sustainweb.org/organicsector

*Promoting food production that benefits people,
farm animals and the environment*



Working with the Organic Trade Board, Sustain has helped the UK's organic sector to manage a European Commission grant of over £1.5 million, matched by contributions from organic food producers and sellers*, for a promotional campaign to help raise awareness of how organic food and farming can improve prospects for health, animal welfare, wildlife and the environment. This work has helped the organic market move back into growth for the first time since the recession hit, finishing the year at +2.8%. The 'Organic. Naturally Different' campaign has made a contribution to this return to growth by helping consumers understand the benefits of organic food and farming.

Sustain has continued to manage the finances for the 'Organic. Naturally Different' campaign, on behalf of the organic movement. This is a complex project, funded by the European Commission and matched with funding from a wide range of organic businesses.* Alongside tough reporting procedures there are also issues such as currency fluctuations to deal with. The consultant coordinating this work, Catherine Fookes, therefore worked closely with Sustain's Finance Director Quoc-anh Tran to manage the finances effectively and accountably, also supported by the Organic Trade Board (OTB).

During this period, the third and final year of the first 'Organic. Naturally Different' campaign, some significant successes were achieved, including:

- Contributing to a recession-beating growth in the market for organic food, up by 2.8%.
- Winning industry funding and successfully securing further

match funding from the EU, so that the total available marketing spend for organic food and drink will top £3.2 million over six years.

- Improving consumer understanding of the benefits of organic, shown by improved knowledge and attitudes since the campaign began.

The campaign's promotional work involved many activities, including:

- For Organic September 2013, the campaign had a big push with advertising across the London Underground, resulting in sales increases for all organic food and drink of 9%.
- The campaign also worked with home delivery specialist Ocado and managed to secure excellent increases in sales of organic vegetables by 80%. Digital advertising also took place via the supermarkets Tesco and Sainsbury's, both achieving the increases in sales that the Organic Trade Board was aiming for.

- The campaign worked with campaign ambassador Monica Galetti, top chef at the Michelin-starred Le Gavroche restaurant in London, and as a result received some positive press coverage, for example in *Hello* magazine, which ran a three-page spread of Monica's organic recipes.
- For PR the campaign also worked with Pesticide Action Network (PAN) UK to support release of their pesticides report, showing that one way to reduce exposure to pesticides is to eat organic food. This resulted in over 30 radio interviews with PAN UK and Monica Galetti, as well as Catherine Fookes, and articles in the national press, such as *The Daily Mail* and *Telegraph*.

*** Sustain does not accept funding from food and farming companies; our involvement here is to help with financial management of this generic organic promotion campaign.**

Real Bread Campaign

www.realbreadcampaign.org

Fighting for better bread in Britain



Key achievements

This year saw the end of the first phase of the Real Bread Campaign. Highlights of our success so far, between July 2009 and June 2013, included:

At least 8,000 children in at least 123 schools around the UK learned to make Real Bread through our Lessons in Loaf and Bake Your Lawn schemes.

Over 1,500 people got their doughy mitts on 'Knead to Know', our guide to setting up a small Real Bread enterprise at the heart of a local community. Of 100 readers surveyed, 22 had started a Real Bread business since reading it and 39 more were planning to do so.

More than 1,700 people joined the Campaign, of whom more than 600 subscribed to *The Real Baker-e*, our online forum in which members of our mutually-supportive network ask for and share ideas and information with each other.

Our Real Bread Finder map www.sustainweb.org/realbread/bakery_finder/ helped more than 570 small, independent bakeries to list (and countless shoppers to discover) places to buy Real Bread locally around the UK, of which 120 now proudly display our Real Bread Loaf Mark.

We arranged more than a dozen workshops to share the whys and hows of teaching Lessons in Loaf or putting Real Bread on the Menu with people from nearly 100 schools and community food projects.

The Real Bread Campaign, funded by the Big Lottery's Local Food Fund and the Sheepdrove Trust, and coordinated by Sustain, fights for better bread in Britain. We want everyone to have the chance to choose Real Bread. Starting with a definition of Real Bread as being made without artificial additives, the Campaign seeks, finds and shares ways to make bread better for us, better for our communities and better for the planet.

This year saw the end of the first phase of the Real Bread Campaign. Highlights of our success so far are shown in the box, and we are now working on initiatives to build the campaign, particularly on the therapeutic benefits of Real Bread baking.

Autumn 2013 saw the launch of our first-ever Sourdough September, with the Real Bread Campaign and its members promoting delicious sourdough loaves, classes and activities. Our work prompted many bakeries and bakery schools to devise creative ways to raise appreciation of traditional sourdough bread, with local events taking place up and down the country, from Llanrhystud near Aberystwyth to West Linton near Edinburgh; and Real Bread included at food festivals, from Aldeburgh in Sussex to Nantwich in Cheshire, and even the Kneading Conference in Washington, USA.

In October 2013, we published 'Rising Up' (www.sustainweb.org/publications/?id=284), our new report on the therapeutic and social benefits of bread making for people living with mental health issues or otherwise having a tougher time than most of us. The report gathers together evidence and case studies and highlights



Real Bread is made with simple ingredients, without additives

the yawning gap between how many people could have the chance to benefit, and the small number who do. We secured coverage in *The Independent on Sunday* newspaper, after which it made the news around the world, laying the ground for our planned 'Together We Rise' project to promote therapeutic baking.

Our second Real Bread book is taking shape. More than just a collection of recipes from over 50 bakeries in our movement, the book tells their stories of what the rise of Real Bread means to them.

This year, we redoubled efforts to boost our open-to-everyone membership network, such as improving member benefits, including discounts from Bakery Bits, Doves Farm, Marriage's and Shipton Mill. Hundreds of new members have joined, showing impressive year-on-year increases on comparable periods last year.

Real Bread campaigner Chris Young won the honorary category of the Young British Foodie awards helping maintain the high profile of the campaign, with media coverage in 2013 including *The Telegraph*, *The Guardian*, *The Independent*, *ITV Tonight*, *London Evening Standard* and *The Metro*, totalling millions of readers and viewers.

Sustainable Fish Cities

www.sustainablefishcity.net



The campaign for towns and cities to buy, serve, eat and promote only sustainable fish



The Rio 2016 Olympic & Paralympic Games organisers signing a sustainable fish pledge, on which we advised

Sustainable Fish City is the campaign for businesses, organisations, towns and cities to buy, serve and promote only sustainable fish. The first two years of the campaign were funded by the BBC Wildlife Fund, European Fisheries Fund, John Ellerman Foundation and the Waterloo Foundation. The Garfield Weston Foundation and Esmée Fairbairn Foundation provided welcome additional funding, helping us to develop the campaign throughout 2013, particularly going national, working with more cities.

Having started in London, the campaign is now working with towns and cities around the UK. Brighton & Hove Food Partnership started work to launch a Sustainable Fish City with an emphasis on smaller fishers and reconnecting Brighton with its fishing heritage. This inspired us to seek more places interested in running their own fish campaigns.

The new phase of the Sustainable Food Cities network (www.sustainablefoodcities.org) gave us the chance to kickstart conversations, with exciting results.

In autumn 2013, six UK cities were awarded funding from the Esmée Fairbairn Foundation to employ a food policy officer and to run their own sustainable food campaigns. We created a Sustainable Fish Cities campaign handbook and supporting materials to help other towns and cities to run successful campaigns in their local areas. We also ran a well-attended webinar in December to help participating cities plan their first steps.

London Borough progress

The Good Food for London 2013 league table published in October by Sustain's London Food Link project (see earlier report) showed that 27 out of 33 London boroughs are now taking at least one significant step to support sustainable fish. This might be removing endangered species from their menus, using certified sustainable seafood or running the Marine Stewardship Council's Fish & Kids schools project. Our attention has now turned to the six boroughs that are taking no action.

Sustainable fish at international sporting events

In December 2013, two major sporting events became the latest high-profile catering operations to adopt fully sustainable fish policies with our encouragement: the Commonwealth Games, Glasgow 2014, and the Olympic & Paralympic Games, Rio 2016. Our press release attracted good attention in the catering press, and we were subsequently invited to London's City Hall to brief a delegation from the South Korean 2018 Winter Olympics.

Key achievements

We have secured commitments to use only sustainable fish from organisations that together serve well over 200 million meals per year. These include:

- Whitehall, Number 10, the House of Commons, HM prisons, the armed forces;
- Greater London Authority and the Metropolitan Police;
- 17 leading universities;
- Large hospitals;
- High-end restaurants, chains and several independents;
- Large corporations and institutions, including British Airways, British Museum, Coca-Cola GB, Google UK, London Zoo, the Royal Albert Hall; the Science Museum.

More towns and cities are now planning their own campaigns.

Sustainable fish in schools

Noting that £43m of fish is bought annually for school meals, we submitted a response to the government's School Food Review expressing our concern that fish sustainability is not required in school food contracts. We also complained to the Department for Education (DfE) about misinformation they had sent to reassure us and concerned members of the public that collaborative food procurement contracts for schools already promote sustainable fish. Our own research showed that they do not. We received a disappointing response from DfE, so have been working with the Children's Food Campaign to press DfE to adopt good food standards, including sustainable fish, for schools.

Alliance to Save our Antibiotics

www.sustainweb.org/foodandfarmingpolicy/save_our_antibiotics

Campaigning to reduce unnecessary antibiotic use in farming

The Alliance to Save our Antibiotics is supported by health, medical, environmental and animal welfare groups working to stop the unnecessary use of antibiotics in animal farming. The alliance is coordinated by Compassion in World Farming, the Soil Association and Sustain. Our vision is a world in which human and animal health and well-being are protected by food and farming systems that do not rely routinely on antibiotics and related drugs.

In livestock production, especially pigs and poultry, many antibiotics are used routinely for disease prevention or for the treatment of avoidable outbreaks of disease. This is because in intensive production, typically thousands of the animals are kept together indoors, in confined spaces, on their own faeces, where disease outbreaks are inevitable. Farmers can even use antibiotics that are critically important in human medicine, and this is increasing.

During 2013, the Alliance to Save Our Antibiotics secured funding from the Jeremy Collier Foundation to employ a coordinator to launch a national campaign, coordinated by Compassion, the Soil Association and Sustain. We will call on government to:

- Phase out routine prophylactic use of antibiotics on farms.
- Classify veterinary antibiotics as 1st, 2nd and 3rd choice.
- Ban modern cephalosporins in pigs and for dry-cow therapy.
- Ban all off-label farm use of modern cephalosporins.
- Ban fluoroquinolones in poultry.
- Pass new laws as part of an EU-wide antimicrobial strategy.
- Improve surveillance of antibiotic use and resistance.



Nearly half of antibiotics are used in livestock farming, contributing to the problem of antibiotic-resistant bacteria

Eating Better Alliance

www.eating-better.org

Promoting 'less and better' meat consumption

This group is chaired by Friends of the Earth and involves, among others, Compassion in World Farming, Greenpeace International, Sustain and WWF UK. Called 'Eating Better: for a fair, green, healthy future', the alliance will 'call on governments, businesses and others who can make a difference to help people move towards eating less meat and more food that's good for us and good for the planet'.

Run by experienced food campaigner and food policy specialist Sue Dibb, this year, the alliance received a development grant from the Esmée Fairbairn Foundation, launched a website (www.eating-better.org) and started to create communication materials. The alliance also started to develop plans for a programme of work and policy proposals to champion with decision-makers in the food industry and government.

Other food and farming policy developments

Several members of Sustain's management team have continued to serve on the boards and advisory groups of a number of Sustain member organisations and other like-minded groups. This process is invaluable in sharing expertise on third-sector management. In addition, we have been asked to give evidence to, present at, or chair, a large number of events by members and others, and have continued to develop new areas of work that, in due course, we hope will be funded to become fully fledged campaigns or projects. Three significant projects with which we have invested time and effort this year are:



The Pig Idea: sending more food waste to animal feed

Throughout the year, Sustain has continued to work with leading food waste campaigners Tristram Stuart and restaurateur Thomasina Miers on The Pig Idea campaign (www.thepigidea.org), in particular by helping to cultivate a list of potential campaign supporters from the third sector and food and farming industries. The aims of the campaign are to get more legally permissible food waste used as animal feed, and to change current legislation to re-permit catering waste to be used for animal feed.

Sustain project officer Charlotte Jarman helped with arrangements for several pigs on Stepney City Farm in London to be raised exclusively on food waste, after which they were slaughtered and cooked for a Pig Feast held in November 2013 in Trafalgar Square. Seven of London's top restaurants served over 5,000 portions of free food, using pork from the Stepney City Farm pigs. The feast's aim was to raise public, industry and policy-maker awareness of issues surrounding the feeding of crops to pigs, which has serious implications for global food security and de-forestation in tropical areas, in turn contributing to climate change. It also aimed to gather support for The Pig Idea campaign, which is working to put food waste back on the menu for pigs (and chickens).

In October 2013, Sustain's then policy director Kath Dalmeny helped to facilitate a strategy day for the new charity Feedback (formerly Feeding the 5,000), looking at structures, governance and work to help them achieve their exciting ambitions. Feedback will run three main campaigns on food waste:

- Feeding the 5,000 – events to highlight food waste issues.
- The Pig Idea, lobbying for more food waste to be used for animal feed.
- The Gleaning Network, coordinating volunteers to collect and redistribute on-farm food surpluses.

The Feedback team also recognised that they have become the 'go to' organisation for researchers, activists, industry and government enquirers from around the world, and hence need to build their funding and staff team to be able to respond effectively to this rapidly growing interest and need.

Cultivating Networks: helping food groups grow their work

Sustain helped with the Making Local Food Work project Cultivating Networks, coordinated by the Plunkett Foundation and funded by the final stages of Big Lottery funding for this area of work. The one-year 'Cultivating Networks' project ran until the end of July 2013, helping the coordinators of food-related

networks to develop more resilient and financially sustainable ways of working. The project ran workshops, led by experts from other third-sector organisations with hands-on experience, on themes such as marketing, mobilising networks and pricing membership. Through the project, small-scale grants were made available to each participating network to undertake a specific, time-limited activity to help them improve their work. Sustain networks that greatly benefited from these workshops and financial support were Capital Growth, London Food Link and the Real Bread Campaign.

2015 General Election: promoting better food and farming policies

The Royal Society for the Protection of Birds (RSPB) continued to co-ordinate a group of organisations (including Sustain) to provide advice for the UK's political parties seeking to develop coherent policies on healthy and sustainable food and farming. This will help the group to prepare briefing materials for all of the political parties in the run-up to the 2015 General Election, and a collaborative report of this work and policy recommendations is due to be published in 2014.

UK Food Group

Sustain continues to provide book-keeping services for the UK Food Group, an independent sister network, and observer within Sustain, of some 50 UK development, farming, environment, and academic organisations, focusing on global food and agriculture issues. The part-time coordinator, Jean Blaylock, is based in the Sustain office. Highlights of this year's activities include the following.

2014 is the UN International Year of Family Farming and in celebration of this the UK Food Group started 2014 with a conference at which the outgoing UN Special Rapporteur on the Right to Food, Olivier De Schutter, and the incoming International Coordinator of La Vía Campesina, Elizabeth Mpofu, spoke about the need for democracy and diversity in our food system and ways in which we can invest in family farming.

Investment was a running theme, with the UN Committee on World Food Security (CFS) preparing to negotiate principles of responsible investment in agriculture and food systems. If strong, meaningful principles can be developed, they could help both curb land grabs and support investment in family farms. Civil society are full participants in the CFS, and during the year civil society consultations were held in all regions of the world to build our own autonomous vision of what such principles should be and to translate this into input to the formal UN process. The UK Food Group contributed to this process, holding several meetings with the UK's Department for International Development about the principles. Negotiations will begin in earnest in 2014 and civil society will be well prepared to try and ensure the outcome is not a house of cards.

In the meantime, the G8 has been rushing ahead with its 'New Alliance for Food Security and Nutrition' which, despite



The UK Food Group coordinated a demonstration outside the 2013 G8 summit to champion small farms

the positive-sounding name, epitomises all that is damaging in agricultural investment. It effectively facilitates land grabs and is all about facilitating market access for agribusiness, requiring changes to land and seed laws in exchange for aid, and undermining democracy. The 2013 G8 summit was held in the UK, including a meeting of the New Alliance's Leadership Council.

The UK Food Group coordinated a demonstration outside their meeting with a pop-up garden (see picture), and also helped facilitate a European civil society letter protesting about the New Alliance, along with an event in Brussels. Since then, the UK Food Group has continued to coordinate UK meetings of groups keen to do longer term campaigning on the New Alliance, and runs an international listserve linking African, European and US civil

society groups opposing the New Alliance.

Other activities this year included:

- Meeting with the Brazilian landless peasants' movement, Movimento dos Trabalhadores sem Terra (MST).
- International Seed Treaty 5th meeting.
- Activities with the European Food Security Group.
- Submission to the Environment, Food and Rural Affairs Commons Select Committee's (EFRA) inquiry on food security.
- Facilitating meetings of UK groups with representatives of the Global Agriculture and Food Security Programme (GAFSP) Trust Fund.
- Facilitating discussions about the new EU-US trade deal, TTIP (Transatlantic Trade and Investment Agreement).

European Food Research

Sustain continues to maintain contact with the EU-funded Food Links, Food Metres and Purefood European research projects. One of the PhD students supported by the Food Links project volunteered in Sustain's office during 2013, particularly to develop Sustain's contribution to the work on Sustainable Food Cities. She helped us to review existing and emerging food policies of towns and cities in the UK and elsewhere.



How Sustain works and what we do

The Sustain Guide to Good Food

One of Sustain's key documents, helping us to plan and frame our work, is 'The Sustain Guide to Good Food'. It sets out what people can do, and ask others to do, to help make our food and farming system fit for the future. We use this to inform our policy work and guidance we give to the organisations and businesses we work with. The guidelines cover seven food issues and actions that can have a significant impact on health and sustainability:

- Wasting less food;
- Eating better, and less meat and dairy, to improve health and help reduce greenhouse gas emissions;
- Buying local, seasonal and environmentally friendly food, including organic;
- Choosing Fairtrade-certified products;

- Selecting fish only from sustainable sources;
- Getting the balance right for health and well-being;
- Growing our own, and buying the rest from varied outlets.

During 2013, Sustain consulted extensively with member groups and others to refresh this document in light of new knowledge on the impact of the food system on our health, animal welfare and the environment, and to reflect emerging new solutions that we can support. We republished the Sustain Guide to Good Food at www.sustainweb.org/sustainablefood/, and over the year received well over 40,000 visits to the new online version, with hundreds of copies of the PDF also being downloaded.

The Sustain Guide to Good Food

What you can do – and ask others to do – to help make our food and farming system fit for the future



Harvest-ometer data 01/03/2013 > 28/02/2014

- Weight of produce harvested in London
Total = **20,223 kg**
- Value of produce harvested in London
Total = **£130,010**

March
2013

August
2013

Key growing season May to October

£14,190
this week

Communications

Websites and social media

Sustain has an impressive online presence, attracting well over a million hits over the past year, and with a total of well over 50,000 followers on Twitter. Our project officers are highly experienced in communicating the activities and benefits of the issues we cover, with lively and productive online conversations via newsletters, meetings, events and social media.

A growing number of online visitors (approaching 15%) now access our pages on mobile devices. To reflect this change, we are redesigning our online content to be accessible across all devices. Parts of the new system are already online, and by the end of 2014, all the Sustain websites will be fully accessible.

Sustain's IT, Design and Communications Officer, Gavin Dupee, continued to provide exceptionally high quality services to support Sustain's projects, campaigns, monitoring and communications. This year, he has worked in detail with project officers to, for example:

- Develop an online tool to support the FoodSave food waste reduction project, which records food waste movements from, and contact with, smaller food enterprises across London. The system manages Sustain's interactions with over 100 organisations.
- Launch an updated version of Capital Growth's Harvest-ometer (see box and www.capitalgrowth.org/millionmeals/harvestometer), building on the success of year one of the programme.
- Run a number of online mass participation campaigns. Of note, our campaign to press for improvements to the food served in public sector institutions such as schools and hospitals produced 7,500 actions in its first week, encouraging senior government and civil-service representatives to improve the healthiness and sustainability of the food served to children and hospital patients.
- Create applications across the Sustain website and project micro-sites, with match-making services for Capital Growth; improved mapping of our 650 (and counting) Real Bread outlets across the country; volunteering opportunities for national events such as the Big Dig; and promotional activity with community groups and local food outlets as part of Urban Food Fortnight.

Key achievements

Sustain's websites attracted well over a million hits over the year, and we have a total of well over 50,000 followers on Twitter for our projects and campaigns.

We developed a range of online applications to engage people and provide evidence of our impact. For example, we updated Capital Growth's Harvest-ometer, allowing community food growers in London to record and monitor their harvest throughout the food growing season. To date, 160 Capital Growth food growing spaces in the capital have recorded over 20 tonnes of produce with an estimated value of around £130,000 and contributing delicious, fresh and healthy fruit and vegetables to an estimated 265,000 meals: see the infographic at the bottom of these pages.

Sustain's publications

Sustain's publications catalogue has grown substantially over the year and continues to receive large numbers of downloads. Feedback from people downloading these publications is extremely positive, so we are confident that our research, commentary and campaign messages are reaching and being useful to a large and diverse audience. Our publication monitoring system indicates that the calendar year 2014 is likely to at least match the record 6,000+ downloads that we witnessed in the 2013 calendar year. And we now utilise this large catalogue of data to promote new publications to distinct populations of interested individuals, also generating voluntary donations, and more importantly getting our work to the people that are well placed to make a difference.

1,621kg this week ○

October
2013

February
2014

Constitution

The company, which is limited by guarantee and therefore governed by its Memorandum and Articles of Association, is also a registered charity, number 1018643.

Governance

Sustain represents around 100 national public interest organisations (listed on page 5) working at international, national, regional and local level. It advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, promote equity and enrich society and culture.

Sustain is governed by its membership, which is open to national organisations that do not distribute profits to private shareholders and thus operate in the public interest. Members must be wholly or partly interested in food or farming issues and support the general aims and work of the alliance.

Sustain's membership usually meets once a year in general session at the Annual General Meeting, and members also attend a range of specialist policy and project working party meetings, which are usually chaired by a Sustain Council member. The Council members are elected by the membership (and a minimum of one third of the Council must stand down each year) to form a governing body of 15 Trustees. All Trustees declare any relevant financial interests when they are elected, and at the beginning of each quarterly meeting, and these interests are publicly available.

The Council of Trustees meets quarterly to guide the work of the alliance, subject to approval by

the members. As the Trustees are drawn from Sustain's membership, all of whom are third-sector organisations, they are already familiar with the structure of and governance in this sector. Induction and training is therefore informal.

Strategic review

Each summer Sustain's staff and Trustees meet for a full-day review of our aims and activities, to assess the extent to which changes need to be made and agree appropriate action. In 2013 we focused on the opportunities presented by the Sustainable Food Cities initiative. Sustain's new Coordinator will be working with the Trustees, management team and staff to undertake a strategic review during 2014, in consultation with Sustain's members, to refresh our approach to alliance-building, policy, campaigns, fundraising, governance and communications.



Our 2013 strategy day explored opportunities presented by the Sustainable Food Cities project

Trustees

At the 2013 AGM, one existing Trustee was re-elected and three Trustees were elected for the first time (one of which had been co-opted during the year).

Organisational premises

During 2013, Sustain was notified that our landlord, Child Poverty Action Group (also a long-standing member of Sustain), were planning to sell the building at 94 White Lion Street, and hence served Sustain with notice. Sustain's management team reviewed a number of alternative properties during the summer and located suitable premises in the EC2A, Old Street area of London, at Development House, run by the Ethical Property Company.

Sustain moved premises in September 2013, and settled into the new property quickly. There are many advantages to the new office arrangements – not least, a cohort of fellow tenants who are like-minded charities and campaign organisations, including some Sustain members; a shared garden and food-growing club, which Sustain staff now help to manage; and excellent environmental policies and systems in place such as recycling of a wide range of materials, green energy, collective supplies ordering and secure bicycle parking.

Administration

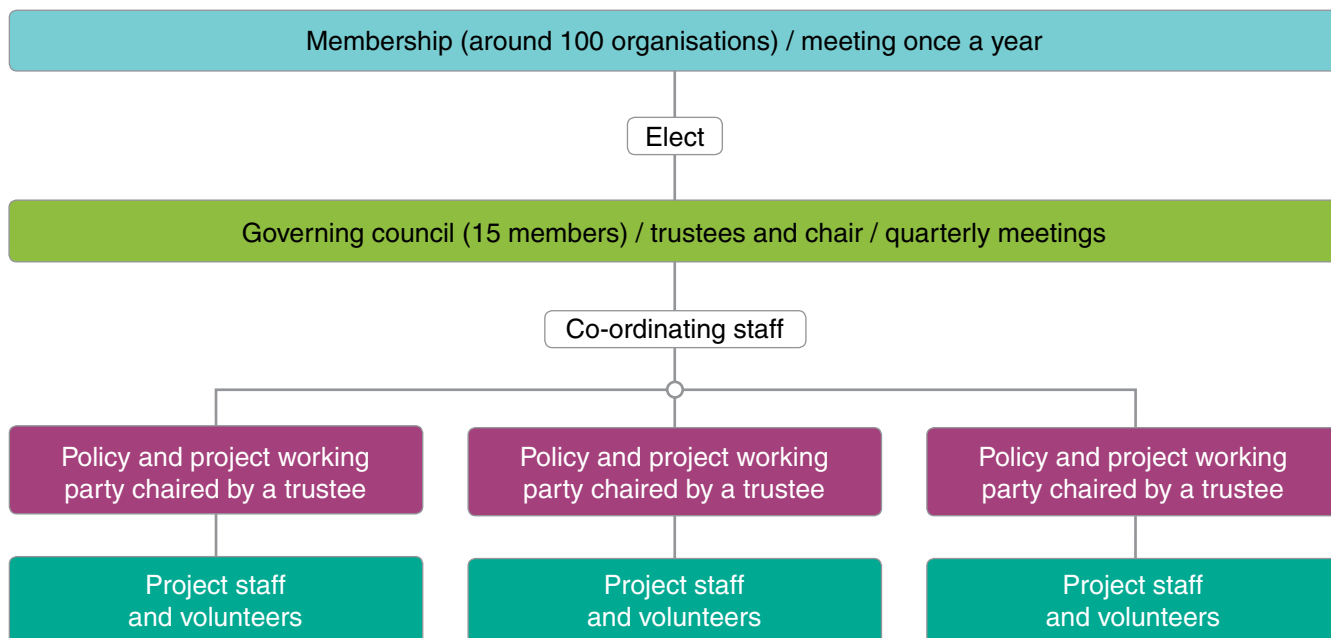
Sustain is pleased to continue to retain the services of two excellent specialists, Gavin Dupee and Quoc-anh Tran who, respectively, provide high quality IT and design, and finance and administrative services. They were assisted this year by, respectively, Becky Joynt and Nihad Alfulaij.

Volunteers

Sustain continues to be able to recruit large numbers of high quality volunteers to undertake a range of useful tasks in all areas of our work. Sustain is very grateful for the many benefits they bring.

Organisational structure

Developments with all of Sustain's work are reported to quarterly Council meetings – and to our membership. The diagram below is a schematic representation of Sustain's structure and does not indicate actual numbers of policy/project working parties or staff.



Funders

Sustain would like to thank the following funders for their financial support for our work, and for the work of the UK Food Group and several of Sustain's members, over the course of this financial year:

A-Team Foundation
 Big Lottery Fund
 Big Lottery Local Food Fund
 British Heart Foundation
 City Bridge Trust
 Esmée Fairbairn Foundation
 European Commission (via Defra's Rural Payments Agency)
 European Regional Development Fund (via Greater London Authority)
 Friends of The Regent's Park and The Royal Parks Foundation
 Garfield Weston Foundation
 Greater London Authority
 Interreg IVB NWE (European Regional Development Fund)
 Kenneth Miller Trust
 Network for Social Change
 Polden-Puckham Charitable Foundation
 Practical Action
 Rowan Charitable Trust
 Sheepdrove Trust
 Social Action Fund (The Social Investment Business Limited)
 Stichting DLO
 Tides Foundation (Patagonia Environmental Grants programme)
 Tudor Trust



Financial review

The Council of Trustees (who are the Directors of the Charity for company law purposes) present their report and the audited financial accounts for the year ended 31 March 2013. The Trustees confirm that the annual report and financial statements comply with current statutory requirements, the requirements of the Charity's governing document and the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in 2005 (revised May 2008). The fund balance carried forward at 31 March 2014 was £486,108 (2013: £466,722) on unrestricted general reserves. The restricted reserves on continuing projects were £239,716 at 31 March 2014 (2013: £280,753). The full Statement of Financial Activities is set out in the accounts below.

Reserves policy

In accordance with guidelines from the Charity Commissioners, the Trustees have adopted a reserves policy that should ensure that: Excluding those funds represented by fixed assets, general reserves do not exceed more than six months' anticipated expenditure. At present, free funds amount to £486,108. There are adequate funds to ensure the charity is able to meet all current and known future liabilities. The level of reserves is considered and reviewed regularly by the Council.

Investment policy

Under the memorandum and articles of association, the charity has the power to invest the monies of the company not immediately required for the furtherance of its objects in or upon such investments, securities or property as may be thought fit, subject nevertheless to such condition (as any) and such consents (if any) as may for the time being be imposed or required by law. At the present time, the Trustees' policy is to maintain such monies on deposits earning a market rate of interest.

Risk management

The Trustees have assessed the major risks to which the company is exposed, in particular those related to operations and finances of the company, and are satisfied that systems are in place to mitigate exposure to major risks.

Trustees' responsibilities

Company and charity law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of its financial activities for that year. In preparing those accounts, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the accounts;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees have overall responsibility for ensuring that the company has appropriate systems of control, financial or otherwise.

They are also responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and which enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Public benefit

The trustees are aware of Charity Commission guidance on public benefit reporting as set out in Section 17 of the Charities Act 2011. They believe Sustain fulfils a fundamental public benefit by promoting both the health and welfare of people and animals, and improving the environment. Details of how we achieve these objectives are commented upon in detail throughout this annual report.

Auditors

So far as the directors are aware, there is no relevant audit information of which the company's auditors are unaware. Additionally, the directors have taken all of the necessary steps that they ought to, as directors, to make themselves aware of all the relevant audit information and to establish that the company's auditors are aware of that information.

A proposal to re-appoint Goldwins as auditors for the forthcoming year will be put forward at the Annual General Meeting.

This report was approved by the Council of Trustees on 24 July 2014 and signed on its behalf, by:



Professor Mike Rayner
Chair of the Council of Trustees

Auditors' report

We have audited the financial statements of SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING for the year ended 31 March 2014 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charity's members, as a body, in accordance with Sections 495 and 496 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatements, whether caused by fraud or error. This includes an assessment of:

- whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed;
- the reasonableness of significant accounting estimates made by the trustees; and
- the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2014 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.



**Anthony Epton (Senior Statutory Auditor),
24 July 2014, for and on behalf of
Goldwins Limited, Statutory Auditor
Chartered Accountants, 75 Maygrove Road
West Hampstead, London NW6 2EG**

Statement of financial activities

(Incorporating Income and Expenditure Account)

For the year ended 31 March 2014

| | Notes | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2014 £ | Total Funds 2013 £ |
|---|-------|----------------------------|--------------------------|-----------------------------|-----------------------------|
| INCOMING RESOURCES | | | | | |
| Incoming resources from generated funds | | | | | |
| Voluntary income | 2 | 52,910 | 2,880 | 55,790 | 33,173 |
| Investment income | | 1,654 | 264 | 1,918 | 1,892 |
| Incoming resources from charitable activities | | | | | |
| Health and welfare | 3 | 106,364 | 1,342,634 | 1,448,998 | 2,059,655 |
| TOTAL INCOMING RESOURCES | | 160,928 | 1,345,778 | 1,506,706 | 2,094,720 |
| | | ===== | ===== | ===== | ===== |
| RESOURCES EXPENDED | | | | | |
| Cost of generating funds | | | | | |
| Fundraising costs | 6 | 10,354 | - | 10,354 | 9,638 |
| Charitable activities | | | | | |
| Health and welfare | | 102,370 | 1,399,995 | 1,502,365 | 2,067,297 |
| Governance costs | 7 | 15,638 | - | 15,638 | 14,223 |
| TOTAL RESOURCES EXPENDED | | 128,362 | 1,399,995 | 1,528,357 | 2,091,158 |
| | | ===== | ===== | ===== | ===== |
| NET INCOMING/(OUTGOING) RESOURCES BEFORE TRANSFERS | | | | | |
| | | 32,566 | (54,217) | (21,651) | 3,562 |
| Transfers between funds | 13 | (13,180) | 13,180 | - | - |
| | | ===== | ===== | ===== | ===== |
| RECONCILIATION OF FUNDS | | | | | |
| NET MOVEMENT IN FUNDS FOR THE YEAR | | | | | |
| | | 19,386 | (41,037) | (21,651) | 3,562 |
| Total funds at 1 April 2013 | | 466,722 | 280,753 | 747,475 | 743,913 |
| TOTAL FUNDS AT 31 March 2014 | | 486,108 | 239,716 | 725,824 | 747,475 |
| | | ===== | ===== | ===== | ===== |

The Statement of Financial Activities includes all gains and losses recognised in the year.

The attached notes form part of these financial statements.

Balance sheet

As at 31 March 2014

| | Notes | £ | 2014 £ | £ | 2013 £ | £ |
|---|-------|----------------|-----------------------|------------------|-----------------------|---|
| FIXED ASSETS | | | | | | |
| Tangible fixed assets | 10 | | - | | - | |
| CURRENT ASSETS | | | | | | |
| Debtors | 11 | 228,496 | | 160,966 | | |
| Cash at bank | | 702,748 | | 1,064,804 | | |
| | | <u>931,244</u> | | <u>1,225,770</u> | | |
| CREDITORS: Amounts falling due within one year | | (205,420) | | (478,295) | | |
| | | | 725,824 | | 747,475 | |
| NET ASSETS | | | <u>725,824</u> | | <u>747,475</u> | |
| CHARITY FUNDS | | | | | | |
| Restricted funds | 13 | | 239,716 | | 280,753 | |
| Unrestricted funds | | | | | | |
| General funds | 13 | | 486,108 | | 466,722 | |
| | | | <u>725,824</u> | | <u>747,475</u> | |

The financial statements have been prepared in accordance with the special provision of Part 15 of the Companies Act 2006 relating to small companies and Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved and authorised for issue by the Trustees on 24th July 2014 and signed on their behalf, by:



Professor Mike Rayner - Chair



Philip Lymbery - Treasurer

Company Registration No. 02673194

The attached notes form part of these financial statements.

Notes to the financial statements

For the year ended 31 March 2014

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008). The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" revised in March 2005, applicable accounting standards and the Companies Act 2006.

1.2 Company status

The company is a company limited by guarantee. The members of the company are the trustees named at the beginning of this Annual Report. In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company.

1.3 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the company and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors which have been raised by the company for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

1.4 Incoming resources

All incoming resources are included in the Statement of Financial Activities when the company is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1.5 Resources expended

All expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Where costs cannot be directly attributed to particular activities they have been allocated on a basis consistent with the use of the resources.

Direct costs, including directly attributable salaries, are allocated on an actual basis to the key strategic areas of activity. Overheads and other salaries are allocated between the expenses headings on the basis of time spent.

Fund-raising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

Support costs are those costs incurred directly in support of expenditure on the objects of the Charity and are allocated on the basis of staff cost.

Governance costs are those incurred in connection with enabling the Charity to comply with external regulation, constitutional and statutory requirements and in providing support to the Trustees in the discharge of their statutory duties.

Notes to the financial statements

1.6 Cash flow

The financial statements do not include a cash flow statement because the charitable company, as a small reporting entity, is exempt from the requirement to prepare such a statement under the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.7 Tangible fixed assets and depreciation

All assets costing more than £1,000 are capitalised.

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Office equipment - 25% straight line

1.8 Pensions

The company operates a defined contribution pension scheme, which employees can join or have contributions paid into their own private pension scheme. The pension charge represents the amounts payable by the company in respect of the year.

1.9 VAT

The charity is not registered for VAT. In common with many other similar registered charities, the charity's expenses are inflated by VAT, which cannot be recovered.

1.10 Tax status

The company is a registered charity and is not subject to corporate tax on its current activities.

| 2. | VOLUNTARY INCOME | Unrestricted Funds | Restricted Funds | Total 2014 | Total 2013 |
|----|-------------------------|-------------------------------|-----------------------------|-----------------------|-----------------------|
| | | £ | £ | £ | £ |
| | Donations | 52,910 | 2,880 | 55,790 | 33,173 |
| | | ===== | ===== | ===== | ===== |

3. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

| | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2014 £ | Total Funds 2013 £ |
|--|----------------------------|--------------------------|-----------------------------|-----------------------------|
| Health and Welfare | | | | |
| A-Team Foundation | 34,000 | - | 34,000 | 35,000 |
| BBC Wildlife Fund | - | - | - | 7,500 |
| Big Lottery Fund | - | 43,463 | 43,463 | 24,837 |
| Big Lottery Local Food Fund (various) | - | 182,041 | 182,041 | 376,147 |
| British Heart Foundation | - | 55,000 | 55,000 | 55,000 |
| Campaign to Protect Rural England | - | - | - | 7,044 |
| City Bridge Trust (various) | - | 81,050 | 81,050 | 45,000 |
| Conference and workshops | 3,489 | 4,087 | 7,576 | 10,206 |
| Esmée Fairbairn Foundation (various) | - | 102,155 | 102,155 | 73,333 |
| European Commission (via Defra's Rural Payments Agency) | - | 183,179 | 183,179 | 355,838 |
| European Fisheries Fund | - | - | - | 27,125 |
| European Regional Development Fund (via Greater London Authority) | - | 51,121 | 51,121 | - |
| Friends of Regents Park and The Royal Parks Foundation | - | 10,000 | 10,000 | 6,664 |
| Garfield Weston Foundation | - | - | - | 50,000 |
| Greater London Authority (various) | - | 89,231 | 89,231 | 105,000 |
| Interreg IVB NWE (ERDF) | - | 31,051 | 31,051 | 23,552 |
| John Ellerman Foundation | - | - | - | 20,000 |
| Kenneth Miller Trust | 20,000 | - | 20,000 | 20,000 |
| Membership fees | 14,956 | 33,720 | 48,676 | 38,257 |
| Network for Social Change | 5,687 | - | 5,687 | 5,208 |
| Organic UK Campaign Pledges | - | 257,078 | 257,078 | 350,059 |
| Other grants and income | - | 3,000 | 3,000 | 5,605 |
| Polden Puckham Foundation | 23,000 | - | 23,000 | 23,000 |
| Practical Action (EC) | - | 8,750 | 8,750 | 6,000 |
| Rowan Charitable Trust | - | 18,018 | 18,018 | 32,250 |
| Royal Society for the Prevention of Cruelty to Animals (RSPCA) | - | - | - | 10,000 |
| Russell Partnership | - | - | - | 30,000 |
| Sales and publications | - | 760 | 760 | 125 |
| Social Action Fund | - | 148,931 | 148,931 | 267,465 |
| Stichting DLO | - | - | - | 14,486 |
| Subscriptions | 5,232 | - | 5,232 | 6,141 |
| Tudor Trust | - | 39,999 | 39,999 | 28,813 |
| | 106,364 | 1,342,634 | 1,448,998 | 2,059,655 |
| | ===== | ===== | ===== | ===== |

Note: £73k of the unrestricted funds listed above are grants that Sustain passed on to smaller charities and not-for-profit organisations, a service that Sustain occasionally provides to help with administrative support for grant funders and some of their smaller recipient organisations. £90.5k in the restricted funds listed above were passed on to partner organisations working with Sustain to deliver project activities, or to community groups as beneficiaries.

Notes to the financial statements

4. RESOURCES EXPENDED

| | Direct staff costs £ | Other costs £ | Support costs £ | Total 2014 £ | Total 2013 £ |
|------------------------------|----------------------------|---------------------|-----------------------|--------------------|--------------------|
| Charitable activities | | | | | |
| Health and welfare | 525,486 | 754,167 | 222,712 | 1,502,365 | 2,067,297 |
| Other expenditure | | | | | |
| Fundraising | 8,819 | - | 1,535 | 10,354 | 9,638 |
| Governance | 5,880 | 7,440 | 2,318 | 15,638 | 14,223 |
| | <u>540,185</u> | <u>761,607</u> | <u>226,565</u> | <u>1,528,357</u> | <u>2,091,158</u> |
| | ===== | ===== | ===== | ===== | ===== |

5. ANALYSIS OF SUPPORT COSTS

| | Health & Welfare £ | Fundraising £ | Governance £ | Total 2014 £ | Total 2013 £ |
|--------------|--------------------------|------------------|-----------------|--------------------|--------------------|
| Staff costs | 64,162 | 442 | 667 | 65,271 | 63,526 |
| Office costs | 91,802 | 633 | 956 | 93,391 | 80,946 |
| Other costs | 66,748 | 460 | 695 | 67,903 | 80,139 |
| | <u>222,712</u> | <u>1,535</u> | <u>2,318</u> | <u>226,565</u> | <u>224,611</u> |
| | ===== | ===== | ===== | ===== | ===== |

Support costs are costs of central management. Support costs have been allocated to activities as above based on staff costs.

6. FUNDRAISING COSTS

| | Total Funds 2014 £ | Total Funds 2013 £ |
|--------------------|-----------------------|-----------------------|
| Direct staff costs | 8,819 | 8,603 |
| Support costs | 1,535 | 1,035 |
| | <u>10,354</u> | <u>9,638</u> |
| | ===== | ===== |

7. GOVERNANCE COSTS

| | 2014 £ | 2013 £ |
|------------------------|---------------|---------------|
| Direct staff costs | 5,880 | 5,735 |
| Auditors' remuneration | 7,440 | 6,960 |
| Support costs | 2,318 | 1,528 |
| | <u>15,638</u> | <u>14,223</u> |
| | ===== | ===== |

8. NET (EXPENDITURE) / INCOME

| | 2014 £ | 2013 £ |
|---|--------------|--------------|
| This is stated after charging: | | |
| Depreciation of tangible fixed assets: owned by the charity | - | - |
| Auditors' remuneration - audit services | 6,083 | 6,000 |
| - other services | - | - |
| | <u>=====</u> | <u>=====</u> |

During the year, no Trustees received any remuneration or any benefits in kind (2013 – Nil), and no Trustee was reimbursed for expenses (2013 – Nil).

9. STAFF COSTS AND NUMBERS

Staff costs were as follows:

| | 2014 | 2013 |
|-----------------------|----------------|----------------|
| | £ | £ |
| Wages and salaries | 626,206 | 664,893 |
| Social security costs | 64,091 | 69,021 |
| Pension costs | 9,598 | 7,926 |
| | <u>699,895</u> | <u>741,840</u> |
| | ===== | ===== |

The average number of full-time equivalent employees during the year was:

| | No. | No. |
|--------------------|------------|------------|
| Health and Welfare | 13 | 15 |
| Governance | 2 | 2 |
| | <u>15</u> | <u>17</u> |
| | == | == |

No employees received remuneration amounting to more than £60,000 in either year.

10. TANGIBLE FIXED ASSETS**Furniture, Fittings and Equipment**
£**Cost**

| | |
|-----------------------------------|---------------|
| At 1 April 2013 and 31 March 2014 | <u>32,596</u> |
| | ===== |

Depreciation

| | |
|-----------------------------------|---------------|
| At 1 April 2013 and 31 March 2014 | <u>32,596</u> |
| | ===== |

Net Book Value

| | |
|-------------------------|-------|
| At 31 March 2014 | - |
| | ===== |
| At 31 March 2013 | - |
| | ===== |

11. DEBTORS

| | 2014 | 2013 |
|-------------------|----------------|----------------|
| | £ | £ |
| Debtors | 71,428 | 18,049 |
| Prepayments | 3,604 | 6,929 |
| Grants receivable | 153,464 | 135,988 |
| | <u>228,496</u> | <u>160,966</u> |
| | ===== | ===== |

12. CREDITORS: Amounts falling due within one year

| | 2014 | 2013 |
|-----------------|----------------|----------------|
| | £ | £ |
| Other creditors | 10,977 | 11,881 |
| Accruals | 7,347 | 46,066 |
| Deferred income | 187,096 | 420,348 |
| | <u>205,420</u> | <u>478,295</u> |
| | ===== | ===== |

Notes to the financial statements

| 13. STATEMENT OF FUNDS | Brought Forward | Incoming resources | Resources Expended | Transfers In/(out) | Carried Forward |
|-------------------------------------|------------------------|---------------------------|---------------------------|---------------------------|------------------------|
| | £ | £ | £ | £ | £ |
| Unrestricted funds | 466,722 | 160,928 | 128,362 | (13,180) | 486,108 |
| Restricted funds | | | | | |
| Big Dig | 4,988 | 148,931 | 153,897 | - | 22 |
| Campaign for Better Hospital Food | 4,637 | 74,169 | 91,759 | 12,953 | - |
| Capital Growth | 12,380 | 249,942 | 255,437 | - | 6,885 |
| Children's Food Campaign | 6,317 | 55,414 | 58,677 | - | 3,054 |
| Ethical Eats | 7,592 | 128,683 | 135,823 | - | 452 |
| Food Legacy | (108) | - | - | 108 | - |
| Food Metres | 14,011 | - | 8,662 | - | 5,349 |
| FoodSave | - | 51,121 | 51,244 | - | (123) |
| Good Food on the Public Plate | 817 | - | - | (817) | - |
| London Food Link | - | 10,000 | 10,000 | - | - |
| Making Local Food Work | (2,732) | 11,263 | 8,759 | 228 | - |
| Organic UK Campaign | 157,806 | 441,281 | 407,708 | - | 191,379 |
| Pesticide-Free London (Capital Bee) | 3,430 | 45,186 | 47,493 | - | 1,123 |
| Real Bread Campaign | 8,229 | 50,107 | 46,805 | - | 11,531 |
| Sustainable Fish City | 46,370 | 30 | 47,108 | 708 | - |
| Sustainable Food Cities | - | 28,822 | 25,358 | - | 3,464 |
| UK Food Group | 17,016 | 28,598 | 29,551 | - | 16,063 |
| Urban Food Routes | - | 22,231 | 21,714 | - | 517 |
| | 280,753 | 1,345,778 | 1,399,995 | 13,180 | 239,716 |
| Total funds | 747,475 | 1,506,706 | 1,528,357 | - | 725,824 |

Income, which is received for specific projects, as – for example – grants, donations and earned income – is accounted for as restricted funds. If project funds are projected to be overspent, we take action early to reduce expenditure and/or raise more funds to cover the potential shortfall. If we continue to project and incur an unavoidable overspend, a transfer is made from unrestricted funds. The balances on restricted funds as at 31 March 2014 arise from income received for specific projects on which some expenditure is still to be incurred in the coming financial year. Each of the projects is described in more detail below:

Big Dig: Government's Social Action Fund awarded funding to Sustain to co-ordinate the Big Dig project from March 2012 to September 2013. We have worked in London and with partners in other UK cities to provide training and advice to around 10,000 community food volunteers in these cities.

Campaign for Better Hospital Food: The Campaign for Better Hospital Food is funded by the Esmée Fairbairn Foundation and is working with a growing alliance of organisations to achieve mandatory health and sustainability rules for hospital food in England. The Network for Social Change also provided research funds.

Capital Growth: Funded originally by the Big Lottery and Greater London Authority, Capital Growth is London's food growing network, with additional funding from the City Bridge Trust. Capital Growth also incorporates Growing Health, funded by the Tudor Trust as a joint project between Garden Organic and Sustain.

Children's Food Campaign: The Children's Food Campaign, funded by the British Heart Foundation, works with a large coalition to protect children from junk food marketing, improve the quality of school food and food labelling, and ensure all children receive a good food education and learn vital food skills in school.

Ethical Eats: Funded by the Big Lottery's Local Food Fund, the Ethical Eats network advises London's caterers, community cafés, catering colleges, ethical eateries and food markets to help them promote healthy and sustainable food. Ethical Eats has also worked with the European-wide GreenCook project, funded by the European Commission's Interreg IVB, to help chefs and caterers reduce food waste.

Food Metres: This EU funded research project, coordinated by Wageningen University in the Netherlands, is looking at shortening supply chains into six metropolitan areas: Berlin, Ljubljana, London, Milan, Nairobi and Rotterdam. Sustain is one of over 15 partners involved in the project, working on London-based activities.

FoodSave: FoodSave is helping over 240 small- and medium-sized food enterprises in London to prevent food waste and divert surplus food to good purposes, funded by the European Regional Development Fund, London Waste & Recycling Board (LWARB) and the Mayor of London, managed overall by the Greater London Authority.

London Food Link: London Food Link (LFL) is the network of organisations and individuals in London who care about good food, funded by contributions from a range of Sustain's London-based projects. This year, LFL received funds from the Greater London Authority, towards production of our Good Food for London 2013 report.

Making Local Food Work: From 2007 to 2012, Sustain was a national partner in the Big Lottery funded Making Local Food Work (MLFW) programme, coordinated by the Plunkett Foundation, helping communities around the UK to take more control of their food and where it comes from, through social enterprise. This year, our MLFW activities continued on a smaller project called Cultivating Networks, helping food networks and membership groups to improve their functions and services.

Organic UK Campaign: Sustain has continued to manage funding from the EU, and funds pledged by the UK's organic sector, to help run the UK's first generic marketing campaign to promote organic food and its benefits for animal welfare and the environment. The campaign is managed independently by the Organic Trade Board.

Pesticide-Free London (Capital Bee): Capital Bee's new phase, funded by the City Bridge and Patagonia Trusts, campaigns to prevent use of dangerous pesticides in London's parks, gardens and green spaces. We are aiming to help create a safe and thriving green urban environment for bees and other pollinators, and for people.

Real Bread Campaign: Funded by the Big Lottery's Local Food Fund and the Sheepdrove Trust, the Real Bread Campaign champions locally baked, additive-free bread and finds ways to make all loaves better for us, better for our communities and better for the planet.

Sustainable Fish City: The Sustainable Fish City project has received funding from the BBC Wildlife Fund, European Fisheries Fund, Garfield Weston Foundation, John Ellerman Foundation and the Waterloo Foundation. It is working with UK towns, cities, businesses and institutions to help them serve only sustainable fish. This year, the project is funded by the Esmée Fairbairn Foundation as part of the Sustainable Food Cities initiative.

Sustainable Food Cities: Sustainable Food Cities is a national project funded by the Esmée Fairbairn Foundation and run by Food Matters, the Soil Association and Sustain, working in partnership. It encourages public, private and third-sector groups and local communities to work together to improve their food system.

UK Food Group: This long-standing Sustain observer member, the UK Food Group, funded by the Rowan Charitable Trust, is an independent "sister" network of organisations focusing on global food and farming issues and the needs of poorer countries.

Urban Food Routes: Urban Food Routes helps a variety of London's smaller food enterprises, (which offer community benefits) with business advice and funding. The support is co-ordinated by the Plunkett Foundation with help from Growing Communities and Sustain's London Food Link, funded by the Mayor of London.

14. ANALYSIS OF NET ASSETS BETWEEN FUNDS

| | Restricted Funds | Unrestricted Funds | 2014 | 2013 |
|-------------------------------|---------------------|-----------------------|----------------|----------------|
| | £ | £ | £ | £ |
| Tangible fixed assets | - | - | - | - |
| Current assets | 239,716 | 691,528 | 931,244 | 1,225,770 |
| Creditors due within one year | - | (205,420) | (205,420) | (478,295) |
| | <u>239,716</u> | <u>486,108</u> | <u>725,824</u> | <u>747,475</u> |
| | ===== | ===== | ===== | ===== |

15. SHARE CAPITAL

Sustain: The Alliance for Better Food and Farming is a company Limited by Guarantee and has no share capital. Each member is liable to contribute a sum not exceeding £1 in the event of the charity being wound up.

Sustain: the alliance for better food and farming

Trustees' report and financial
statements for the year ended
31 March 2014

A Sustain publication
August 2014

Sustain: The alliance for better food and farming, advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the living and working environment, enrich society and culture, and promote equity. It represents around 100 national public interest organisations working at international, national, regional and local level.



Sustain: The alliance for better food and farming

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