

SFP Bronze and Silver Awards Application Form 2024

This form is for completing an SFP Bronze or Silver Award application. **If you are considering applying for a Gold Award, please contact the SFP team at sfpawards@soilassociation.org to discuss the process.**



Before starting your application, please fully read this form as well as the following documents:

- SFP Awards: Guidance for applicants: [SFP Awards - Guidance for applicants 2024](#).
- SFP Awards: Activity and Impact: [SFP Awards - Activity and Impact 2024](#)

Please do not alter the formatting of this form or redesign it and only return as a Word document not a PDF. This is essential for you application to pass the initial eligibility check.

SECTION 1: Information about your partnership and your place

Please complete the following (*= mandatory):

Name of your partnership*:
Food Cumberland
Name and contact details of person/people leading on this application*:
Emma Mackie & Val Ayre Emma.Mackie@cumberland.gov.uk Val.ayre@cumberland.gov.uk
Geographic region which this award will represent*:
Cumberland
Award you are applying for*:
Bronze

Please provide us with background information about your place (not scored)*: Advisory word limit: 400 words

This is to help the panel understand the context in which you are working. *You may include (but not limited to): Population and demographic information, location/geography & economic and social challenges.*

ANSWER:

Cumberland is a largely rural area in the ceremonial county of Cumbria in the North West of England with a population of 271,310. It includes two UNESCO World Heritage Sites (Hadrian's Wall and the English Lake District), the City of Carlisle, and the Solway Firth coastline. Our geography and climate mean that we are ideally suited for beef, sheep and dairy farming. Our food graces the tables of some of the finest restaurants in the world and supports a thriving Cumbrian restaurant and food sector, including Michelin star restaurants and artisan producers.

Cumberland inspires pride of place, but it is also an area of stark contrast. It is home to some of the world's most stunning rural and coastal landscapes, but there are also areas in the city and some towns in need of regeneration. The economy is comprised of a mix of sectors. Agriculture and Tourism feature strongly, but Cumberland is also home to global manufacturing companies and hosts the largest nuclear site in Europe. Within Cumberland, there are 11,565 businesses, 90% of which are microbusinesses.

Cumberland's increasingly diverse population is aging and declining. Some residents can expect to live some of the longest lives in the country, but in other areas, life expectancy is below the national average. Inequalities can be extreme, and they have real day to day impacts on people's lives and livelihoods. Household earnings in some areas are amongst the highest in the North West, but there are pockets of significant deprivation, with more households living in fuel poverty than the national average and median household income is lower than the national average. Fourteen community areas in Cumberland fall within the 10% most deprived of areas in England, but 10 are amongst the least deprived. 16.1% of children live in relatively low-income families and 10,799 children were reported as living in relative poverty in summer 2022.

Climate change is having a significant impact on our communities. Severe weather and unprecedented flooding has affected the lives of many citizens in the region in terms of their wealth and health. Communities have demonstrated resilience through a variety of emergencies, supporting each other and continuing to develop relationships and partnerships with new organisations, developing new resilient and sustainable groups which support wider strategic objectives in Cumberland.

How have you considered equity, diversity and inclusion in the structure and work of your partnership (not scored)*: ? Advisory word limit: 300 words

ANSWER:

We continuously review and expand the membership of the Food Cumberland Partnership to reflect the diversity of our communities and ensure members with lived experience of various food issues are engaged and their voices heard. The Partnership works closely with a variety of VCFSE groups, Councils, NHS and businesses. It supports the development of projects which support a range of people across the whole of Cumberland. The Partnership is committed to continuing its anti-racism, gender-inclusive and disability-aware journey. The Council's Combined Impact Assessment is used when developing strategies, policies, projects, procurement and commissioning to support us to think about how decisions impact our communities. A specific aim is to help to identify ways to reduce inequalities wherever possible. The tool covers a range of categories including equalities, climate and sustainability, health and other socio-economic factors which contribute to thriving healthy communities. The EIA was used as part of the development of our Food Cumberland Strategic Framework to ensure it was inclusive.

Cumberland Council's new Community Panels are a way of listening to communities and directing investment where it is needed most. The new process puts local people at the heart of decision-making and supports the Council's focus on health and wellbeing. They are supported by Community Networks, which are made up of residents, businesses, partners and third sector organisations which explore what investment is needed in each community.

SECTION 2: Local food activity and impact

Please read SFP Awards: Guidance for applicants: [SFP Awards - Guidance for applicants 2024](#) before completing this section.

Please describe the activity and impact of local food work delivered in your place within the last three years against the relevant key issues (1-6) and action areas (A and B) below.

We advise that you keep answers to within 600 words for each action area (i.e. for each A and B under the key issues). Whilst you won't be penalised for going over this limit, this will help the panel focus on your main achievements. For sections C, 250 words is the mandatory limit.

For Bronze and Silver awards, there are mandatory actions for some key issues. These are laid out in *SFP Awards - Activity and Impact*: [SFP Awards - Activity and Impact.docx](#). This document also provides a broad benchmark for each award, rationale for SFP's inclusion of each key issue, and example actions for each action area.

Only submit additional documents for food action plans and strategies related to Key Issue 1 mandatory criteria. All other additional documents will not be assessed. You may add links to online documents but always check the links and permissions as we will not be requesting changes from you after submission.

Key Issue 1 Mandatory Criteria Checklist

NB failure to provide Key Issue 1, Action area B mandatory criteria will result in rejection at the eligibility stage.

- Bronze applications require a one year action plan
- Silver applications require a three year action plan

1. Have you submitted a current food action plan or food strategy with an action plan?

- Yes ~~/No~~

2. How are you evidencing this action plan?

- Attachment as a Word, PFF, Excel document? Yes ~~/No~~
- Link to an online document? ~~Yes~~ / No
- If a link place here as well under Key Issue 1
- Action Plan link:

3. Has the action plan less than 6 months to run?

- ~~Yes~~ / No
- If less than 6 months to run what is happening after the action plan expires? (100 words)

Key Issue 1: Taking a strategic and collaborative approach to good food governance and action

Action area A: Establish a broad, representative, and dynamic local food partnership

The Food Cumberland Partnership is comprised of a diverse range of local organisations, including businesses, the farming community, local chefs, academics, third sector, community organisations, statutory bodies, numerous food support organisations, in addition to those with lived experience of local food issues. It is led by Cumberland Council. Some of our partners include Cumbria Chamber of Commerce, Cumbria Tourism, the LEP, Cumbria Association of Local Councils, North Cumbria Integrated Care, The Farmer Network, NFU, Cumbria Action for Sustainability, ACT, H&H Group, CVS, Growing Well, Groundwork & UCLAN.

All partners agreed the Terms of Reference, were consulted on the strategic framework and supported the development of the action plan. There are currently 8 working group themes led by different organisations, which support the Partnerships long term outcomes and tackle issues within the local food system.

- Business Food and Drink Network (led by Cumbria Chamber of Commerce)
- Food Consumption and Waste (chaired by Cumberland Council's Waste Reduction Team)
- Community Food Growing (chaired by CALC)
- Carlisle Food Security Network (chaired by Carlisle Foodbank)
- West Food and Finance Network (chaired by Cumberland Council's Social Inclusion and Housing Team Leader)
- School Food Working Group (representation from both primary and secondary head teachers, supported by academic researchers and Cumberland Council).
- Cumberland Council Internal Working Group (ensuring food is a key priority across all departments in the Council)
- Tourism (led by Cumbria Tourism & supported by Cumberland Council's Tourism Team)
- Food and Farming & Nourish Cumbria (led by H&H Group)

Additionally, the Zero Carbon Cumbria Partnership have developed a series of emission reduction action plans (ERAP's) for Cumbria. The Food Partnership has been involved in the development of the consumption ERAP - [ERAP - Consumption \(zerocarboncumbria.co.uk\)](https://zerocarboncumbria.co.uk) and the farming and other land use ERAP - [ERAP - Farming \(zerocarboncumbria.co.uk\)](https://zerocarboncumbria.co.uk).

Lived experience of a range of local food issues are represented within the Strategic Partnership and the Subgroups, particularly poverty, rurality, farming issues, youth concerns, and older adults.

Cumberland Council has committed to funding a permanent position to support the development of partnership work across the local food system. This role is supported by the wider Public Health team, and health and wellbeing is integrated at the heart of everything the Council does.

Local Policy

The Right to Food Motion - [Cumberland declared a Right to Food region | News and Star](#)

[Cumberland Plan 2023-2027](#) – strong commitments to health and wellbeing.

The Local Plans for Carlisle, Allerdale and Copeland all support healthy and sustainable food:

Carlisle SP 9 directly references Carlisle as a Food City and the policy references links between planning and health. Policy EC 8 – Food and Drink [Carlisle District Local Plan 2015-2030.pdf](#)

Allerdale – references the promotion of the local food and drink industry & supporting local food production and farming, and ensuring best use of farm land. [adopted allerdale local plan part 1 - final version 151014.pdf](#)

[Copeland Local Plan | Copeland Borough Council](#) supports creation of food growing spaces

St Cuthberts Garden Village - [Strategic Design SPD - April 2021.pdf](#) Prioritising integration of sustainable food production within the early stages of development

Healthy Weight Declaration - [Food Active | Cumbria announces county-wide declaration on Healthy Weight](#) (recently refreshed).

Cumberland Joint Health and Wellbeing Strategy - improve the health and wellbeing of the people of Cumberland and reduce health inequalities.

Cumbria Tourism's Destination Management Plan [Destination Management Plan \(DMP\): Consultation | Cumbria Tourism](#)

Cumbria LEP's Local Industrial Strategy ([Local-Industrial-Strategy.pdf \(thecumbrialep.co.uk\)](#)), Rural and Visitor Sector Economy Growth Plan ([Rural | Sectors | Cumbria LEP \(CLEP\) \(thecumbrialep.co.uk\)](#)) & Rural Sector Workstreams (Increasing land-use resilience and biodiversity, incentivising beef and dairy farming practices optimisation and emissions reduction, and developing Cumbria's high-quality, distinctive market) ([Rural | Sectors | Cumbria LEP \(CLEP\) \(thecumbrialep.co.uk\)](#)) all support the objectives of the food partnership.

Action area B: Develop, deliver, and monitor a food strategy/action plan

The Right to Food Motion was passed by the Shadow Executive for Cumberland Council in 2022, making clear the Council's intention to have the health and wellbeing of all residents at the heart of everything it does. The Food Cumberland Strategic Framework was one of the first strategies agreed by the new council, showing commitments to health, wellbeing and healthy and sustainable food for its residents. It was developed to support the Right to Food Motion and aligns with the objectives of the Cumberland Plan.

All partners were consulted and supported the development of the Strategic Framework. Consultation with key stakeholders, including communities, was also undertaken to ensure the Strategic Framework was robust and covered local issues. Following the approval of the framework, partners collaborated to develop the five-year action plan. This sets out short, medium and long term actions which support the long term outcomes of the partnership. Partners have pledged to support specific actions to support the delivery of the action plan.

Food Cumberland has a recognised identity, brand colours, and the logo can be adapted for different projects.



C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Carlisle was a founding member of the Sustainable Food Places network in 2013 and achieved its bronze award in 2018. Following local government reorganisation, the food partnership expanded to a Cumberland wide footprint.

Community Panels have been developed by the Council and work closely with the partnership. They are a way of listening to communities and directing investment where it is needed most. The new process puts local people at the heart of decision-making and supports the Council's focus on health and wellbeing. They are supported by Community Networks, which are made up of residents, businesses, partners and third sector organisations which explore what investment is needed in each community. This informs Community Panel spending.

Key Issue 2: Building public awareness, active food citizenship and a local good food movement

NB at Silver we require evidence that your food partnership has catalysed, influenced or delivered activity. That the food partnership has created additionality. At Silver simply mapping activity is not sufficient. The 'value added' of the partnership must be demonstrated.

Action area A: Inspire and engage the public about good food

Communications

Partners have developed a wide variety of communications to promote awareness of a variety of food, health, and sustainability issues. These include magazine and newspaper articles, radio talks, social media and TV interviews. Social media is regularly used to promote national campaigns such as Food Waste Action Week, Good to Grow, Healthy Start, Great Big Green Week, Change for Life, various health campaigns and refill campaigns. The Council and Partners also support the baby friendly scheme.

Partners developed a low carbon food section of the Zero Carbon Cumbria website: [Low Carbon Food Programme - Zero Carbon Cumbria - Carbon reduction action across the county](#). Farm to Fork stories, case studies, inspiration and signposting to other resources to help both individuals and businesses to reduce food related carbon emissions.

Public Engagement

The Forty Farms Exhibition has been developed by partners to offer a unique insight into the daily lives of farmers across Cumbria through photography, film and words. Exhibition, Films, creative classes and talks and debates have been held. Coffee table book published as a legacy to the project. [Unique insight into Cumbrian Farming | Forty Farms exhibition \(westmorlandfamily.com\)](#)

“Six inches of Soil” film screenings and Q&A panels have been hosted by community organisations to raise awareness of how the food system operates and to inspire individuals and food growing enterprises to change their food growing methods.

The Plant, Food and Wellbeing fair was one of the first post-lockdown events hosted by the Council, and it aimed to support people to reconnect with their communities, showcased local producers and encouraged people to grow their own fruit and veg, with wellbeing advice freely available. Free fruit was provided throughout the day and all activities were free.

The Food at the Frontier series of events was run alongside the Hadrian’s Wall 1900 festival to showcase sustainably produced local food along the wall. Events were free to attend and people were able to sample food, watch roman cookery demonstrations, take part in farm walks, and learn foraging skills. A food trail was also developed as a legacy to the event series.

Taste Cumbria events are organised by Cumberland Council. The events include a series of talks and demonstrations from local businesses, local and national chefs, growers and farming community, which promote buying local produce.

Food pantries and warm hubs host themed coffee mornings, big lunch events, and have developed holistic wraparound support e.g. [How volunteers keep their community nourished at Wigton Food Pantry - Eden Project Communities](#)

Free cookery workshops are hosted by many partners including Council Adult Learning Team. Themes include local produce/ learning to cook/ affordable easy meals/ slow cookers.

Green 2 Grow Conference was organised by Cumberland Council & CALC focused on the interactions between food, people and nature and showcased activities from local groups. The Strategic Framework was also launched at the event: [Food strategy agreed | Cumberland Council](#)

Numerous Great Big Green Week Events are supported by partners, including the Let's Talk Environment Conference hosted Cockerthorpe Rotary, open farm days, film screenings, the green fair and various planting opportunities.

Nourish Cumbria aims to promote knowledge sharing and collaboration through partnerships with educational institutions, research organisations and community initiatives and to foster a culture of continuous learning and innovation within the food community. The key themes are productivity, sustainability and responsibility.

Further Activity

Growing Well is a mental health charity providing support within context of a thriving horticulture enterprise. [Growing Well \(youtube.com\)](#) Representatives attend local farmers markets, presentations, film screenings, panel debates and publicity events. The charity hosts school visits throughout the summer growing season as part of the Family Connectors project, promoting good mental health and education around good food. Community inspired through site visits and taught skills to grow their own produce at home and eat more healthily. Compost demonstration site has also been developed in collaboration with Garden Organic Master Composters.

Groundwork NE & Cumbria have developed the [Workington Green Community Hub | Northern Network](#) and are part of the Northern Network. The hub teaches people a variety of skills, offers opportunities to engage in community food growing, hosts harvest events and social gatherings. It is an inclusive and accessible space, and all are welcome to volunteer.

Action Area B: Foster food citizenship and a local good food movement

Business Support

Cumbria Chamber of Commerce runs a variety of business networking events supporting business growth in the area. The Chamber also offers a variety of training opportunities and has developed a Business Growth Hub and Rural Growth Network, providing free business support. [Food & Drink - Cumbria Growth Hub](#)

Community Networks & Support

Westogether is a network of local climate groups promoting grassroots activities and engagement, focussing on sustainability issues and covers issues such as food, health and the climate. It is part of the [Cumbria Sustainability Network - Zero Carbon Cumbria - Carbon reduction action across the county](#) and the ZCCP. Support offered via ZCCP community climate grants programme to encourage grassroots activities. Advice and training workshops made available through these networks.

CVS have developed "Bedrock Basics" to offer advice and training to community groups across West Cumbria, helping them build resilience, capabilities and financial sustainability. They have

also developed “Going Green Together” which supports VCSE organisations and communities to take action on the climate emergency, support nature and biodiversity and ensure a just transition to a low carbon future for communities.

Food Production

Growing Well has redeveloped council-owned glasshouses to open a community growing space using organic principles in central Egremont. The site supports 72 people per week with their moderate to severe level mental health in the context of a thriving horticulture enterprise. It also provides 100 veg boxes per week to the local community - 50 are subsidised for lower income families. [Growing Well West Cumbria - Mental health support](#)

The Good Lives project was launched in 2022 by Home to Work and is a food growing programme which provides therapeutic support for learners with the aim to relieve poverty and help people into employment. It is based at West Lakes Science Park and has an onsite kitchen to teach cookery skills. [Charity’s lifechanging Good Lives project delivers recipe for community success - Cumbria 24](#)

Community Food Growing & Right to Grow

Council Plans and strategies support food growing (see Key Issue 1).

The Community Food Growing subgroup has mapped allotments and other growing spaces and is supporting Town and Parish Councils to redevelop existing allotments (via CALC). Training from the National Allotments Society was delivered to provide guidance and clarify legal obligations.

In support of the Right to Grow, the “License to Grow” pilot was launched in Cumberland in 2024 to make the current process for applying for council-owned land more straight forward for community groups. The pilot is running in each of the community panel areas and is supported by a working group in the Council to iron out any issues. Once the pilot is complete, further council-owned land will be made available.

Various organisations are also supported to access Council-owned property. Some examples include: Growing Well West Cumbria is based at former council nursery and glass houses; several community centres have leases on council buildings, enabling them to offer support with food related needs, community growing spaces and cookery classes; Hammond’s Pond Café run by Carlisle Community Help CIC. Incredible Edible is supported by the Council and sites have been developed in several towns across Cumberland e.g. [Incredible Edibles: Cockermouth residents plant trees to provide free food to the community | ITV News Border](#). Upperby Grown Together is a community initiative supported by the Council to develop community food growing opportunities and encouraging residents to engage with nature and enhance a sense of community.

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

--

Key Issue 3: Tackling food poverty and diet related ill-health and increasing access to affordable healthy food

***NB at Silver** we require evidence that your food partnership has catalysed, influenced or delivered activity. That the food partnership has created additionality. At Silver simply mapping activity is not sufficient. The 'value added' of the partnership must be demonstrated.*

Action area A: Tackle food poverty

Food Insecurity Mapping

Cumberland Council worked with the University of Liverpool to develop the “Food Insecurity at a Local Level” survey, to measure the extent which people in Cumberland are struggling to access food and understand what kind of support services (if any) they use. Until now, LA’s have solely relied on data from organisations such as food banks to measure food insecurity, which can mask the scale of the situation as not everyone who might benefit, accesses these services. The results showed that a high proportion of food insecure households were unaware of or did not access support. The information collated is being used to deliver targeted support to those who need it most, in partnership with the VCFSE sector.

Food Support in Cumberland

There are 12 foodbank locations and 20 food support services (food hubs/ community shops/ food shares/ pantries) and 3 Meals on Wheels provisions, ensuring rural and urban needs are met.

Several lunch clubs, warm hubs and community hubs offer regular healthy meals and activities for all ages and backgrounds. Groups involve refugees and asylum seekers, who now help with cooking and engage with regular activities. The hubs and clubs also link to wider health initiatives – e.g. [New Community Wellbeing Hubs launch in Workington and Carlisle - Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust \(cntw.nhs.uk\)](#)

Multiagency Networks

The West Food and Finance Network and the Carlisle Food Security Network involve key VCFSE organisations and representatives with lived experience to tackle a variety of issues contributing to food poverty. Both networks have robust terms of reference, all providers refer to dignity in practice guidance and meet regularly and share best practice.

Some actions achieved include:

- increasing healthy food provisions – offering fresh produce in a range of settings, offering cookery sessions to clients, teaching them skills (e.g. at Wigton Food Pantry)
- improving signposting and comms - Cumberland Council’s website also signposts to a range of [Cost of Living Support | Cumberland Council](#).

- Progression to cash-first support - in collaboration with the Independent Food Aid Network, Cumberland Council developed a “Worrying About Money” leaflet, designed to help people identify available cash-first support, directing them to local advice and support services to maximise their household income. The Council also provided cash-first support through the Household Support Fund (via its support centre).
- raising awareness of the various food support models.
- collaborating with referral agencies – a series of referral networking events have been developed to ensure appropriate referrals are made, encouraging use of more sustainable models of support rather than a foodbank first approach. Food providers train health professionals, welfare advisers, housing and voluntary organisations in food poverty and wider poverty issues.
- collaborating with local producers and food growing initiatives,
- and developing resources to support residents.

The Poverty Reference Group works across Cumbria and is led by third sector. It serves as a critical friend to the Council and supports and targets activity, as well as looking at the wider poverty agenda.

Council Activity

The Council has developed the process for autoenrollment of free school meals, ensuring registration is not a barrier to access.

Healthy Start Vitamins have been made universally available by the Council and are available in all community venues. The Council and Partners have promoted the digital card through a range of networks, increasing uptake across Cumberland.

The Council has committed to paying the real living wage and is raising awareness to other employers to adopt a similar position. It is also encouraged through the Council’s contract process.

Further Activities

Growing Well provide all beneficiaries with a hot healthy meal whilst on site for mental health support. 50% of crops are subsidised for lower income families, giving them access to nutritious, healthy, locally grown produce. Close working partnerships have been developed between the growing site and local food hubs to provide nutritious, locally produced, tasty food and it prevents food waste.

Action Area B: Promote healthy eating

Council Activity

Cumberland Council commissions Food Active to advocate on behalf of the North West at a national level on healthy weight policies and collaborates across the North West network to promote healthy weight and reduce inequalities.

Cumberland Council has recommitted to the Healthy Weight Declaration, which was previously agreed by the former District and County councils.

The Council has also developed its own healthy catering guidance to ensure healthy food options are provided at Council events (with local and seasonal food provided wherever possible).

Mapping has been undertaken in the former Allerdale area regarding access to healthy food and junk food places in relation to schools and colleges to build a case for developing stricter planning policies.

Health Campaigns

The Sugar Smart Campaign continued to support children during lockdown, with zoom lessons encouraging healthy eating and activity whilst learning from home, as well as the delivery of activities during Sugar Awareness Week. Post lockdown, community outreach was undertaken at events, promoting messaging from the campaign.

The Veg Cities/ Places Campaign aimed to place food at the heart of disadvantaged communities, by embedding growing projects to improve nutrition and provide children with lifelong habits to improve determinants of health. During the campaign, community growing spaces were increased. This included a pilot at a community centre which also provided support and education to local people. The pilot was successful and is now a permanent feature in the community centre. Cookery classes were offered to participants in the growing groups, allowing them to learn to cook the produce they had grown.

Additionally, the Council and Partners have run refill, drink water, and Change4Life campaigns.

Schools

The Public Health 5–19 Team also supports schools to improve their healthy eating provisions. Training has been developed and delivered in relation to food and nutrition, and developed guidance on provision of healthy packed lunches and school food policies. Padlets have been established to provide onward signposting and guidance.

The School Food Working Group surveyed schools to map the current food offers and target further support. It also mapped relevant activities in the curriculum such as food growing and waste reduction.

Food for Life has been commissioned in some primary schools and Phunky Foods is commissioned to deliver practical workshops on healthy eating in schools.

Weight Management Support

A range of healthy weight support is provided from tier 1 to tier 4. This includes 3rd sector support, healthy eating apps, community weight management programmes (digital and face to face), specialist psychological support, and medication.

Healthy habits for life programme [Healthy Lifestyles :: North Cumbria Integrated Care \(ncic.nhs.uk\)](https://www.ncic.nhs.uk) is a free programme for families, providing one-to-one support with lifestyle changes.

Active Cumbria Partnership uses a place-based approach to promote physical activity, health literacy and healthy eating, working from toddlers through to the older population (e.g. [Active Start for Early Years - Active Cumbria](#) & [Live Longer Better in Cumbria - Active Cumbria](#)).

Social Prescribing

Groundwork have led on the North Cumbria Green Social Prescribing project (funded through the NHS) which aims to promote opportunities for people to engage with nature to improve health and wellbeing. This included mapping out and connecting activity providers, populating the Making Every Contact Count gateway and increasing provisions on the Joy app. Work was also undertaken to ensure people with health inequalities have equal opportunities, with projects focussed on delivery in areas of high deprivation and supporting people with various health issues. A range of networking sessions were also hosted for social prescribers and link workers.

Cumberland Council uses and promotes the Joy app for social prescribing, and a number of partners promote volunteering through this service. There is also a range of food, financial and weight management support available through this site, as well as a variety of cookery classes and “cooking on a budget” courses available via the social prescribing team. [Joy - The right support is just a few clicks away \(thejoyapp.com\)](https://thejoyapp.com)

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Context: Integrated Care Board covering Northeast and North Cumbria and is the overarching statutory provider. Integrated Care Place is North Cumbria which Cumberland falls into. There are 8 ICC's (Integrated Care Communities) which work on a neighbourhood level to work with local communities and statutory partners. Each have local priorities, and all have healthy weight and healthy eating as a priority.

There is a range of wider support available to help people in poverty, including schemes such as Cold 2 Cosy Homes, which supports people to reduce their fuel bills by providing energy saving measures. Those with health conditions or low household income can access support for free. The Council and Partners also support wider campaigns and training, such as stopping loan sharks in the area.

The Council and Partners have also supported national Autoenrollment for Free School Meals campaigns.

Key Issue 4: Creating a vibrant, prosperous, and diverse sustainable food economy

***NB at Silver** we require evidence that your food partnership has catalysed, influenced or delivered activity. That the food partnership has created additionality. At Silver simply mapping activity is not sufficient. The 'value added' of the partnership must be demonstrated.*

Action area A: Put good food enterprise at the heart of local economic development

Strategic Development & Policy

Several strategies and policies support the development of healthy and sustainable food business. These include:

Cumbria Tourism's [Destination Management Plan \(DMP\): Consultation | Cumbria Tourism](#) promotes the development the food and drink sector as a whole, and highlights the need for sustainable practices.

Cumbria LEP's Local Industrial Strategy ([Local-Industrial-Strategy.pdf \(thecumbrialep.co.uk\)](#)), Rural and Visitor Sector Economy Growth Plan ([Rural | Sectors | Cumbria LEP \(CLEP\) \(thecumbrialep.co.uk\)](#)) & Rural Sector Workstreams (Increasing land-use resilience and biodiversity, incentivising beef and dairy farming practices optimisation and emissions reduction, and developing Cumbria's high-quality, distinctive market) ([Rural | Sectors | Cumbria LEP \(CLEP\) \(thecumbrialep.co.uk\)](#)) all support the success of healthy and sustainable food production and consumption in Cumbria.

The Local Plans for Carlisle, Allerdale and Copeland all support the development of healthy and sustainable food:

[Carlisle District Local Plan 2015-2030.pdf](#) - "As part of the commitment to sustainable development, sustainable food production will be promoted in consideration of its contribution to health and wellbeing, environmental sustainability, local commercial enterprise prosperity and strengthening communities. Acknowledging and acting to protect the roles of community growing spaces such as allotments, community orchards, community gardens and farmers' markets in providing access to healthy, affordable locally produced food will assist this aim".

[adopted allerdale local plan part 1 - final version 151014.pdf](#) – references the promotion of the local food and drink industry, Taste Cumbria festivals and food tourism. S2 Environment supporting local food production and farming, and ensuring best use of farm land. Supporting the promotion of the food and drink industry is further referenced in individual town plans within the document.

[Copeland Local Plan | Copeland Borough Council](#) - supports development of food and drink retail, creating spaces for food growing, and supports a prosperous rural economy.

Furthermore, Office for Health Improvement and Disparities & Cumberland Council hosted a Health in Planning Workshop to develop plans to further integrate health in the planning system.

The Council's economic development team invited members of the food partnership to its economic summit, demonstrating commitments to ensuring sustainable food is included in its

new strategy. The current strategy promotes local businesses and commits to redeveloping high streets (via Borderlands & Town Deals etc).

The Council supports the development of events and markets to showcase local producers. This includes Taste Cumbria events which are organised by Cumberland Council, regular farmers markets and entrepreneur markets.

Training Opportunities

Cumbria Chamber of Commerce runs various business networking events supporting business growth in the area. The Chamber also offers a variety of training opportunities and has developed a business growth hub and rural growth network, providing free business support. [Food & Drink - Cumbria Growth Hub](#)

[Reducing Food & Drink Impact | Cumbria Tourism](#) has been developed to offer purchasing and supply advice, including purchasing locally, seasonally and provision of case studies.

Grow West – West House – Care and support provider for adults and children with disabilities.

has a 12-acre market garden site in Allerby which provides essential training opportunities for young people and adults with disabilities, providing them with knowledge, experience and accredited qualifications in horticulture. Produce is available to purchase from the on-site farm shop or through its veg box delivery scheme, as well as being used in Café West and made into preserves.

Action Area B: Promote healthy, sustainable, and independent food businesses to consumers

Online directories

[Food Ecosystem - Thomas Jardine and Co](#)

[Food and Drink in Cumbria | Made in Cumbria](#)

Visit Lake District has its own food and drink guide: [Food & Drink | Visit Lake District](#)

Work was also commissioned by the Council to promote businesses to consumers via the Open Food Network. A series of hubs were created in communities to act as drop off and pick up points.

Taste Cumbria Festivals, Markets and Events

Taste Cumbria events are organised by Cumberland Council, providing an opportunity for local producers to showcase their produce. The festivals also include talks and demonstrations from local businesses, local and national chefs, experts, growers and the farming community. To make the event accessible, nearly all activities are free to enjoy. Following its success, smaller events are being supported across all main towns in Cumberland, including farmers markets and producers stalls at sporting and music events.

The Council also supports the development of outdoor markets in Cumberland, of which there are currently 10 regular markets showcasing local producers.

Cumbria Social Enterprise Partnership hosts an entrepreneur's market in Whitehaven and the Teenage Market is hosted in Carlisle by the Council. These support young entrepreneurs, many of whom have developed ideas for food businesses.

Carlisle also has a covered Victorian Market Hall, with a wide variety of stalls, including fresh meat, vegetables, cafes and independent catering outlets.

Food at the Frontier events included meet the maker opportunities and farm tours to allow the public to learn about how food is produced. The legacy trail map continues to showcase producers along Hadrian's Wall to both local and tourist audiences.

There are numerous successful agricultural shows supported by the Council and Partners, including the Cumberland Show. Council teams, such as Waste Reduction, use these events as outreach opportunities. Partners deliver an array of talks and demonstrations, and the food hall showcases a variety of Cumbrian produce.

Cumberland Food & Drink Project

Cumbria Tourism has been working with Cumberland Council's Destination Management Team to run a campaign showcasing Cumberland's Food and Drink businesses. The aim is to boost growth and innovation across Cumberland's diverse food and drink sector. The campaign includes free training opportunities, support and advice for businesses. A multimedia marketing and PR campaign has been developed to inspire and encourage more food tourism.

Further Activity

"This is Cumbria" is a collective of producers established by Partners to showcase Cumbrian fayre. They attend national trade shows, such as the Farm Shop & Deli Show, which supports producers to access wider markets at an affordable cost.

[Marketing Toolkits : Lake District National Park](#) has been produced to support businesses who produce in the World Heritage Site to brand their products. Wider promotional campaigns have also been developed.

[The Cumbria Food Awards – Recognising and celebrating the best of Cumbrian food & drink.](#)

There are a variety of awards, including new businesses and sustainability awards. Partners support the event and are involved in judging the categories.

"Tribe Carlisle", a temporary cultural and creative courtyard was set up to showcase a range of new innovative food and drink businesses, providing them with the opportunity to test their business ideas before moving to larger premises. [City of culture: £150,000 Tribe Carlisle set to open - cumbriacrack.com](#) Tribe held several events in collaboration with the food partnership and Council, including a series of "Welcome to the City" events to create a welcoming space for refugees and asylum seekers.

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Key Issue 5: Transforming catering and procurement and revitalising local and sustainable food supply chains

***NB at Silver** we require evidence that your food partnership has catalysed, influenced or delivered activity. That the food partnership has created additionality. At Silver simply mapping activity is not sufficient. The 'value added' of the partnership must be demonstrated.*

Action area A: Change policy and practice to put good food on people's plates

Cumberland Council Healthy and Sustainable Catering Guidance

This has been developed by the Public Health Team to support staff to choose caterers who meet a range of criteria to ensure healthy and more sustainable food options are served at council events. It supports the consumption of locally produced healthy food, encourages low-carbon food choices and highlights the need to reduce food waste at events and meetings. Partners have been encouraged to develop similar policies – e.g. CVS have committed to serving predominantly vegetarian and vegan food, and Westogether serve locally sourced vegan meals at their events and meetings.

Sustainable Procurement

The Council's [Sustainable Procurement Strategy \(cumbria.gov.uk\)](http://cumbria.gov.uk) supports local economic growth as local organisations are supported to bid, win and deliver council contracts. The framework intends to maximise the impact and value from contract expenditure – incorporating socio, economic and environmental benefits where relevant, implementing the ethical contracting charter and encouraging providers to pay their staff the real living wage. The previous 2014 – 2018 strategy strengthened the Council's relationship with the third sector and SME's, including a 35% spend with local SME's, 64% of total spend within Cumbrian businesses, and 9% spent across 90 third sector organisations. The Council spends over £4 million annually on food contracts - 90% of the fresh meat sourced is produced in Cumbria and 100% of school milk is supplied and delivered by local farms.

Social Value clauses are heavily weighted within both procurement and tendering processes. Catering provisions tendered via the Council must demonstrate how their business model will support the objectives of the strategic framework. Some organisations have demonstrated using local suppliers to reduce food miles, hosting community events, and developing pay it forward schemes to support these objectives e.g. Hammonds Pond Café.

Fairtrade

Carlisle is a fairtrade city and there are a further 7 fairtrade towns (Brampton, Caldbeck, Egremont, Gosforth, Keswick, Millom and Wigton) and Hadrian's Wall was the first World Heritage Area in the world to become a fairtrade area. Furthermore, Partners have worked with schools across Cumberland to support learning about Fairtrade.

Tourism

Food and drink are a key marketing theme to visitors, with numerous local farmers, producers and growers providing crops to a range of fine dining and Michelin starred restaurants in Cumbria. Cumbria Tourism works with businesses across the local food system to deliver food waste reduction training based on the Guardians of Grub scheme from WRAP. The food and drink impact section on their website has been developed to offer purchasing and supply advice, including purchasing locally, seasonally and provision of case studies. They have also developed the Cumberland Food and Drink project in collaboration with the Council to promote the local food and drink offer to a wider audience and showcase businesses who support local producers.

Early Years & School Food

The Council has developed a Happy Healthy Foundations Pledge which requires early years settings to demonstrate their good practice in providing healthy food and supporting families.

The Council also developed the [Healthy Families Cumbria Pledge | Cumbria County Council \(cumberland.gov.uk\)](https://www.cumberland.gov.uk) which aims to lead improvements in children's health and development. This includes embedding healthy nutrition within settings and continuous CPD around Healthy eating, nutrition and oral health. Additionally, six places have been funded on the LEYF Chef Academy for early years chefs in nurseries. Further signposting to training opportunities is provided e.g. the Early Years Alliance nutrition programme, Taste Ed and PANCO awards.

The School Food Working Group continues to support improvements in school food provisions, including training for governors, support developing school food charters and making improvements to breakfast provisions (the Council has funded breakfast clubs via Household Support Fund and new agreements stipulate the need for a healthy breakfast provision). The Council has promoted Food for Life, with some establishments getting their bronze award and James Rennie School receiving a Gold Food for Life Served Here award (with all food prepared fresh on site).

Action Area B: Improving connections and collaboration across the local supply chain

The Council recently passed a "Fair Deal for Farmers" motion, supporting farmers and producers across Cumberland to ensure they continue to enhance our countryside, contribute to the nation's food security, protect and enhance biodiversity and improve our soils. This includes developing policies which are sympathetic to diversification, promoting local produce through the supply chain and procurement, as well as supporting the Back British Farming Campaign

The partnership actively supports the creation of new collaborations across the local supply chain. Numerous hyper-local collaborations have been developed, including Local Community Interest Company Good Lives sharing crops with Growing Well Charity to allow both to create varied nutritious meals for their beneficiaries; local growing initiatives providing produce to community kitchens and community gardens growing food for food banks and food hubs. There are a range of family-owned wholesalers in the area, who regularly support local producers and growers and supply a wide range of businesses locally.

Council Supply Chain

The main food contract has been awarded to the Carlisle-based family-owned foodservice Pioneer, who supports local and regional suppliers and acknowledges the importance of supporting independent businesses. Numerous organisations, such as Cumberland Care and some local schools, use the Council's purchasing framework. The affordable food places and food banks have also been offered use of the framework to allow them to access wholesale prices whilst ensuring provision of good quality produce. 90% of the fresh meat sourced through the Council's framework is produced in Cumbria and 100% of school milk is supplied and delivered by local farms.

Meet the Supplier Events

Cumbria Chamber of Commerce Food and Drink Network and Cumbria Growth Hub [Food & Drink - Cumbria Growth Hub](#) regularly host networking events to allow suppliers to showcase their produce. Cumbria Growth Hub also provides producers with opportunities to get contracts with regional supermarkets such as Booths [Step 4: Meet The Buyer Event - Cumbria Growth Hub](#).

The Council also provides opportunities for suppliers to showcase their produce to the wider public via events such as Taste Cumbria and various markets, projects such as Food at the Frontier, as well as supporting local agricultural shows e.g. Cumberland Show.

Veg Box Schemes

There are numerous successful veg box schemes promoted in Cumberland. Examples supported by partners include:

Growing Well deliver 100 veg boxes per week to the local community. Fifty of these are subsidised for low-income families, giving them affordable access to organic, locally produced food. They have created a crop share scheme which has fifty types of produce and supports their beneficiaries. Growing Well have also been connected with businesses and sell some of their produce at a wholesale level e.g. to local grocers and farm shops.

Grow West sells produce from its on-site farm shop and through its veg box delivery scheme, as well as being used in Café West and made into preserves.

Partners also promote a variety of organic suppliers, such as Eva's Organics, Askerton Castle, Low Stanger Farm, and Torpenhow Organic Farm among others.

Farmer/ Grower Cooperatives

There are several established cooperatives which are owned and run by local farmers. These help farmers to be more competitive in the marketplace by delivering at scale and some cooperatives also share tools. For example:

First Milk is a farmer-owned regenerative farmed dairy-cooperative based in Cumberland.

Aspatria Farmers is the oldest agricultural co-operative in the UK. It was set up in 1870 by Cumbrian farmers and is still owned by farmers. It has country stores, supports farmers with feed and nutrition, machinery and dairy equipment.

[Home Grown Here – Home Grown Here is a grower-owned co-op which brings together local producers in one market place](#) to build a better local food system. The cooperative sells veg boxes locally and provides produce to hospitality businesses. It supports Cumbrian farmers to diversify and grow more fruit and vegetables by providing a route to market for crops, bulk purchasing of seed, advice and skills-sharing, machinery, pickers and access to grants.

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Key Issue 6: Tackling the climate and nature emergency through sustainable food & farming and an end to food waste

NB at Silver we require evidence that your food partnership has catalysed, influenced or delivered activity. That the food partnership has created additionality. At Silver simply mapping activity is not sufficient. The 'value added' of the partnership must be demonstrated.

Action area A: Promote sustainable food production and consumption and resource efficiency

Net Zero Ambition

Zero Carbon Cumbria is a Partnership of over 80 organisations, including Cumberland Council, with a target of net zero by 2037. The ZCCP have undertaken a detailed assessment of the greenhouse gas emissions associated with land use in Cumbria and have developed a Farming and other Land Use sector group to produce a detailed Emissions Pathway and Emissions Reduction and Carbon Sequestration Action Plan for the farming and land use sector. Work has also been undertaken to develop a Consumption and Waste Sector Group and an Emissions Reduction Action Plan has also been developed, of which food is a key component. These plans have been based on data provided by Small World Consulting. Partners have committed to taking responsibility for specific actions within these plans to work towards a net zero Cumbria by 2037. Work is also ongoing with communities to support this ambition, and a Cumbria Sustainability Network has been set up to promote grassroots activity.

Mainstream Shift to Sustainable Food

Cumbria Tourism have developed the Cumberland Food and Drink project in collaboration with the Council, aiming to promote local the food and drink offer to a wider audience and showcase businesses who support local producers. Cumbria Tourism also supported the development of the Low Carbon Lake District scheme and provided grants to businesses to support decarbonisation. Embleton Spa received one of these grants to install a large-scale hot composter, with the compost being used in their raised beds on site. [Low-Carbon-Lake-District Case-Study Embleton-Spa-Hotel-FINAL.pdf \(cumbriatourism.org\)](#)

Big Green Open Farm Sundays are promoted to showcase farmers commitments to regenerative and sustainable farming practices. These have included events at Slackhouse Organic Farm, Susan's Farm, Low Stanger and Low Netherscales. Events promote better quality meat

(including pasture fed) and eating more locally produced veg. Events have led to collaborations with other farmers to learn best practice and learn about easy ways they can change their farming methods without huge costs.

Low Carbon Lunches

The Food Partnership hosted a series of Low Carbon lunches to promote a shift to more sustainable diets. Audiences included Councillors, Partners and the general public. The ZCCP Low Carbon Food Programme has also promoted messaging around saving money and reducing carbon footprints, including topics such as less but better-quality meat, reducing waste and supporting the local food system (both communities and sustainable agriculture) by purchasing local produce.

Partner Activity

Growing Well produce using organic and permaculture principles (whilst working towards organic status). They use traditional techniques and land skills and are pesticide and free. They deliver their veg boxes to local collection hubs including corporate workplaces, ensuring there is no additional carbon footprint associated with their produce. All surplus produce is either provided to beneficiaries or to food banks.

Regenerative farming is promoted by a range of partners. This has included support for the Digital Dairy Chain programme. Events have included carbon and soil productivity workshops to showcase the effects of improving soil conditions and productivity whilst reducing environmental impact. The workshops also serve as an open forum to discuss barriers and solutions to support farmers. The development of on farm anaerobic digesters are being supported partners to provide energy whilst redirecting waste. The County Council supported development through its Anaerobic Digestion Strategy.

Action Area B: Reduce, redirect, and recycle food, packaging, and related waste

Public Awareness

The Council's Waste Reduction Team delivers a plethora of outreach activities and communications and has an action plan to work with communities and businesses to reduce waste. This includes workshops, presentations, stalls and informal talks, and links into wider initiatives such as Food Waste Action Week and WRAP. Sustainability guidance has been developed for the Holiday Activities and Food programme, including food waste prevention and recycling. The team has worked with students at Lakes College promoting food waste reduction and recycling and supports community initiatives including cookery classes. The Cumbria Master Composter programme is funded by the Council, is run by Garden Organic, and now has 60 volunteers. The aim of the programme is to encourage composting. Workshops are delivered in the community and a free online course is also available. Three demonstration sites have been developed across Cumberland. Compost bins have been subsidised to encourage residents to try it at home, and the Waste Reduction Team, along with the Master

Composters, has supported the development of composting sites in Council-owned residential homes. Residents are supportive of the initiative and are developing accessible growing spaces. Through the Food Consumption and Waste Subgroup, a Love Food, Hate Waste “Train the Trainer” programme has been developed to spread the messaging further and support people with behaviour change.

Schools

Work is also undertaken with schools to develop composting on site. Partners support schools to sign up to initiatives such as Lets Go Zero and wider discussions around waste reduction are supported. One of the aims of Nourish Cumbria is to promote knowledge sharing and collaboration through partnerships with educational institutions to promote the local food offer (including agriculture and food production).

The ZCCP hosts Youth Climate Summits annually to support discussions around climate change, with topics such as low carbon food and waste reduction included.

Tourism & Businesses

Cumbria Tourism works with businesses across the local food system to deliver food waste reduction training based on the Guardians of Grub scheme from WRAP. Case Studies have been developed to promote the initiative to other businesses: [The Queens • Guardians of Grub](#). The food and drink impact section on their website has been developed to offer purchasing and supply advice, including purchasing locally, seasonally and provision of case studies. Cumbria Tourism has also supported the redistribution of surplus food to local groups via its platforms, as well as promoting apps such as Too Good to Go.

ZCCP’s Low Carbon Food Programme includes an online hub with farm to fork stories, case studies, inspiration and signposting to resources for businesses to reduce their food related carbon emissions. They also offer advice to businesses regarding the development of low carbon menus and improving resource efficiency, and support is provided to businesses looking to develop vermiculture as a solution to dealing with food waste.

Through the Food Security Networks, food support groups are supported by local retailers and producers, and surplus is rerouted to ensure redistribution to support people in need. This includes produce from Recycling Lives (Fareshare), support is provided through supermarket community champions such as Tesco, as well as local relationships e.g. Growing Well provide surplus to food hubs and food banks nearby. Connections have also been made with local allotment groups, ensuring their surplus is redirected to community food projects wherever possible.

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Climate Strategy

Prior to LGR, the various councils all had climate change policies. These are currently being updated as Cumberland is developing its Climate Change Strategy, due to launch in 2024. The

topic of food is covered within the strategy and Partners have been engaged in consultations during strategy development.

Nature Partnerships

Cumbria has a Nature Partnership and is developing a Local Nature Recovery Strategy. Food Cumberland Partners have supported the development of the People and Nature Network - the purpose of this is to be a forum for everyone that brings people of all backgrounds and cultures together to build relationships and partnerships, share learning and work collaboratively to help more people connect with, benefit from and act for nature across Cumbria.

The Council also supports Workington Nature Partnership: [Workington Nature Partnership Home Page](#)