

SFP Bronze and Silver Awards Application Form 2023

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.docx](#)
- SFP Awards: Activity and Impact: [SFP Awards - Activity and Impact.docx](#)

SECTION 1: Information about your partnership and your place

Please complete the following (*= compulsory):

Name of your partnership*: Eastbourne Food Partnership
Name and contact details of person/people leading on this application*:
Nancy Wilson, Eastbourne Food Partnership coordinator, info@eastbournefoodpartnership.org.uk
Geographic region which this award will represent*: Eastbourne Borough
Award you are applying for*:

Bronze

Please provide us with background information about your place*: 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:

Eastbourne is a large coastal town in East Sussex nestled between the South Downs and South Coast, with 101,700 residents in an area of 44.16km². The town has a two-tier local authority system, with Eastbourne Borough Council sitting alongside four other districts/boroughs under East Sussex County Council.

The opportunities for developing a thriving local food system in Eastbourne are clear, from food and land-based tourism to sustainable food production to reinforcing the already vibrant community food and arts movement. However, there are also serious challenges, with development pressures and climatic upheaval jeopardising vital food infrastructure, as well as economic inequalities deepening, increasing food security across the town. Coordinating between the two levels of local authorities also presents a key governance challenge, particularly with respect to procurement and countywide supply chain development.

Wealth inequalities are expressed spatially across the town, with four LSOA classified as the most deprived 10% in the country and two LSOA classified as the least deprived 10%. The town's sprawling geography contributes to the isolation of deprived neighbourhoods. Alongside the busiest Trussell Trust foodbank in the country with seven satellites across the town, there is a diverse network of community food support.

Often characterised as a town of retirees, Eastbourne is also home to an increasing number of young families, with 10% of its population under the age of 10 in 2021. Whilst the population of Eastbourne predominantly identifies as being white (90.8%), the proportion of the town identifying as being Asian, Black, Mixed Race or as being from other ethnic groups increased from 5.9% to 9.2% from 2011-2021. Six hotels in Eastbourne currently provide people seeking asylum with accommodation, predominantly in areas of high prevalence of temporary accommodation, creating new pressures and new opportunities for the existing community food support infrastructure.

Eastbourne's local economy is shaped by tourism, supporting 28% of jobs and welcoming 5.45 million annual visitors, attracted by annual events such as Airbourne, as well as 5km of publicly-accessible coastline. More recently, the 2009 reopening of the Towner Eastbourne has cemented Eastbourne as a cultural destination. Looking inland, the South Downs are increasingly key to the visitor economy, reinforced by the completion of the King Charles III England Coast Path this September.

Eastbourne has a strong heritage in food production. The fisheries situated at the East of the town continue to be important, and almost 3,000 acres of Eastbourne Downland Estate are farmed - predominantly for grazing. The Eastbourne Downland Estate was also home to the UK's first

allotments at Beachy Head in 1830. The allotment culture continues to this day, with Eastbourne Park and other sites home to 1200 allotments including community allotments that are keystones of the community food networks across the town.

How have you considered equity, diversity and inclusion in the structure and work of your partnership *? Advisory word limit: 300 words

ANSWER:

As stated in our [Equality, Diversity and Inclusion Policy](#), Eastbourne Food Partnership CIC is committed to encouraging equality, diversity and inclusion and eliminating unlawful discrimination in all our endeavours.

Equity, inclusion and respect is enshrined in our values as laid out by our [Terms of Reference](#), under our Values and Principles section: *“Equality, inclusion and respect - Everyone has an equal right to food and we work to enable that by ensuring dignity and respect. Likewise, all member organisations and individuals have a voice and share access to any benefits of collaboration. We welcome and respect every voice equally regardless of individual characteristics.”*

Our 2023/24 action plan includes actions with the aim of *“pro-actively integrating diversity, equity and inclusion”* (see summary [here](#) and detailed breakdown [here](#)). As part of this action area, we have made a concerted effort to outreach to increase representation within the partnership to include underrepresented voices. This has increased the representation of our food security network, which now includes groups that provide support to minoritised groups that are particularly vulnerable to food insecurity. This includes groups such as Lunch Positive, which is a peer-led HIV community space, and Sanctuary Café which builds a network of volunteer-clients to support people in seeking asylum and refuge in Eastbourne.

We also enshrine a commitment to equality, diversity and inclusion in our funding processes. We state plainly in [application materials](#) that we will not fund groups that *“Discriminate on the basis of race, religion, national origin, disability, age, or sexual orientation”*. We actively encourage grants applications that support and empower people from underrepresented groups. For example we have funded projects that empower people with asylum seeker and refugee backgrounds through food, such as [Our Neighbourhood's World Food Kitchen](#) that provides a supporting community space for people living in hotels to prepare and share food, which is especially important given the lack of cooking facilities otherwise available to them.

EDI remains a key area of development for the partnership, and we have invited a specialist in Equity, Diversity and Inclusion to attend our steering group to help the partnership evaluate its EDI practices. A copy of our equality, diversity and inclusion policy is available [here](#), and is scheduled for review as part of the next AGM (late 2023/early 2024).

SECTION 2: Local food activity and impact

Please read SFP Awards: Guidance for applicants: [SFP Awards - Guidance for applicants.docx](#) 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.

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

A diverse, cross-sector partnership:

Eastbourne Food Partnership brings together different stakeholders with the common goal of Good Food for All in Eastbourne. EFP was formed in 2019 as a grassroots organisation and since has built a network of over 50 individuals and organisations in Eastbourne.

EFP are inclusively governed by a cross-sector steering group that meets bi-monthly. Example minutes [here](#). In the past year of activity, the steering group has comprised representatives from the following sectors:

- Emergency food support
- Affordable/community food provision
- academia
- Eastbourne Borough Council (officer involved in social housing and then sustainability)
- Eastbourne Borough Council (councillor whose portfolio was
- East Sussex County Council - Public Health
- Eastbourne EcoAction network
- Community garden

Whilst EFP is yet to have a permanent steering group member in the food business sector, the CEO of Eastbourne Chamber of Commerce has attended a steering group meeting as a guest and EFP is looking to recruit a permanent steering group member in this sector. EFP Steering Group does not have direct representation from schools, an EFP project officer working in partnership with a primary school attends the meetings and thus can provide a perspective from the education sector.

In addition to the steering group, EFP convenes quarterly meetings of a food security network, which includes participation from representatives of up to 30 different groups working in emergency food, community food, environmental issues, local authorities and

local cultural institutions. The network brings together different actors to lay the groundwork for a local food security strategy for Eastbourne as well as providing a forum to discuss different issues facing network members to come up with mutual solutions. The details of network events are widely publicised and all are welcome to attend. [Example minutes here](#). Based on the June 2023 meeting, a smaller working group is being developed to meet more frequently as the strategic body of the work around food inequalities.

This model, whereby a strategic working group feeds back to the steering group is to be expanded to include working groups on Community Growing and Land Use in the coming months, with the long-term goal of developing further working groups in Good Food business.

Eastbourne Food Partnership Terms of reference:

EFP has clear terms of reference that are accessible [here](#). We have 9 aims that cover all six areas of the SFP key issues to deliver our vision of “Healthy, sustainable, environmentally responsible, and fair food production and supply for Eastbourne”.

Our key Principles and Values as laid out in the terms of reference are as follows:

- **Non- hierarchical collaboration** - we believe we can achieve much more if we work together, alongside each other to create benefit for the town.
- **Equality, inclusion and respect** - Everyone has an equal right to food and we work to enable that ensuring dignity and respect. Likewise, all member organisations and individuals have a voice and share access to any benefits of collaboration.
- **The big picture** - we are independent and work for the benefit of all Eastbourne residents and not for the benefit of ourselves, any single organisation or subgroup of organisations.
- **Evidence-based** - we base our work on data and lived experiences from within the community, track our progress qualitatively and quantitatively as appropriate, keep up to date with local and wider policy and learn from local and wider expertise.
- **Positivity** - we are solutions oriented and celebrate both existing activity and progress, championing the multiple positive benefits of the work.

The terms are scheduled for review at the AGM taking place Dec 2023/Jan2024.

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

Action Plan

Eastbourne Food Partnership developed a 2023/24 18 month action plan covering all key food issues. The action plan was developed with the cross-sector Steering Group in January 2023 (minutes [here](#)) to include input from the Food Security Network meeting in October

2022, and refreshed in July 2023 to include input from Food Security Network meetings in February and June. Progress was monitored in the August 2023 steering group meeting to refresh priorities moving forwards.

Our key priority areas are as follows, to align with the six EFP action areas:

- Good Food Governance
- Good Food Movement
- Good Food for All
- Good Food Economy
- Good Food Procurement
- Good Food for the Planet

We have published a simplified action plan in graphic form on our website (available [here](#)) and shared with our partners, and the more detailed version ([here](#)) is available on request.

Good Food Charter

Eastbourne Food Partnership developed a [Good Food Charter](#) that was published in Spring 2023. The charter was developed through a workshop with the steering group in November 2022 (minutes [here](#)), as well as the food security network in October 2022 (minutes [here](#)). The key 'good food' principles that emerged are:

GOOD FOR EVERYONE

GOOD FOR OUR COMMUNITIES

GOOD FOR OUR HEALTH

GOOD FOR THE PLANET

The charter is open for all to sign on our website (page [here](#)), and we invite signatories to make a 'Good Food Pledge'. Suggested pledges are also displayed, with different pledge ideas for individuals, food enterprises, businesses/ public institutions and community groups to give different actors ideas about different actions they can take in order to contribute to the Good Food Movement. Consenting signatories are displayed on the page along with their pledges. So far, there have been 19 signatories from individuals, community food organisations and food businesses.

Good Food East Sussex brand (see below for further context)

Alongside our Eastbourne Food Partnership 'Good Food Movement' (see below), EFP have participated in the development of a Good Food East Sussex brand initiated by East Sussex County Council - Public Health and the four food partnerships across East Sussex, facilitated by Food Matters in 2022/2023, that aims to connect and promote good food initiatives across the county. This includes a 'Good Food East Sussex month' of events

taking place October 2023 (see [here](#) for details), a communications toolkit for partnerships to highlight key food issues for the county and a newsletter bringing together Good Food News. The brand is the result of a consultation with stakeholders across the county, including an Eastbourne-based workshop with 18 attendees across the partnership and a Good Food East Sussex Summit that took place in October 2022 including representatives across East Sussex County Council and the four East Sussex food partnerships.

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

Endorsements of the Food Partnership

EFPP has been officially endorsed by Eastbourne Borough Council (see [here](#)), Caroline Ansell MP (see [here](#)) and East Sussex County Council has (as of September 2023) confirmed further long-term funding for the food partnerships across the county, reinforcing its recognition of the value of food partnership work.

Good Food East Sussex (co-written with Lewes District Food Partnership)

In 2022 East Sussex County Council - Public Health, in partnership with the four local food partnership host organisations, commissioned Food Matters to develop an approach for the four food partnerships in East Sussex to work together to create coherent food strategies for the county. Food Matters completed a period of research and development (phase 1, output [here](#)) where they identified key strategic areas, as well as identifying key stakeholders at ESCC and within the Public Health Department. Alongside the brand development (above), several recommendations came out of this period of development, including to develop a 'co-chair model', whereby each of the partnerships takes the lead on a priority area and liaises with a council officer on how to bring forward the objectives of the [shared management plan](#).

As well as contributing to the overall steer of the project, EFP sit on three of the key strategic areas.

1. Community Growing, Land Use & Planning (with Lewes District FP)
2. Food Procurement & Catering (with Lewes District FP)
3. Climate, Natural Environment and Planetary Health

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

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

Raise public awareness of food, health, and sustainability issues

Eastbourne Food Partnership raises public awareness of 'Good Food' in all its aspects through a range of communications channels.

Eastbourne Food Partnership have developed a range of online communications including regular posts on our [Instagram](#), [Facebook](#) and [Twitter/X](#), as well as a Mailchimp newsletter that goes out to over 100 subscribers. Through social media, the partnership is able to share local events and partnership news, as well as encouraging people to reflect on themes such as seasonal food, Food Diversity Day, World Soil day and more. The newsletter brings together local and national news and events around food, health and sustainability, as well as funding and training opportunities. A full list of archive newsletters are available on our website [here](#).

EFP also contributes to email bulletins, such as the quarterly Eastbourne Climate Neutral bulletin run by Eastbourne Borough Council which goes out to 17,000 email addresses (including the 60 staff working at Lewes District & Eastbourne Borough Councils) and the Good Food East Sussex network run by East Sussex Public Health which reaches 226 people. A bi-monthly newsletter for the network is launching in September 2023.

In January 2023, EFP launched a [new website](#) developed by the partnership coordinator. The website includes:

- directory of where community food initiatives are active in Eastbourne, that is regularly updated.*
- news/archive newsletters*
- details of campaigns and projects*
- toolkits and resources*

EFP is also committed to developing communications channels beyond our digital presence. Our SFP Good Food Movement grant (awarded Jan 2023) has enabled us to develop a quarterly community zine, contributions Diversity Resource International and Compass Community Arts. The zine has been distributed across the town, including in independent cafés and retailers, foodbank satellites, community fridges and galleries. It is also available in [web-version here](#). The next issue will be published in October.

Eastbourne Food Partnership and Lewes District Food Partnership contribute to Tenant's Voice, a print magazine distributed to 3,500 council housing tenants in Eastbourne. You can find the [September 2022](#) and [February 2023](#) editions (EFP coordinator developed an 'eat seasonal' feature around leeks).

EFP has also cultivated relationships with local press, including three appearances on BBC Radio Sussex ([discussing the joys of growing through Good to Grow Day](#), the Trussell Trust annual reporting and beyond the foodbank model and Sustainable Food Places award scheme with LDFP coordinator) and a print feature in Bournefree magazine.

Provide a wide range of free opportunities for people to learn about, share and enjoy healthy and sustainable food

Eastbourne Food Partnership has been involved in giving people the opportunities to engage in food, health and sustainability by engaging with public-facing events.

- Seedy Stall at the Towner Spring Fair, March 2023. See info [here](#) and write-up in the [April newsletter](#). EFP coordinated a seed share stall including 'grow a row' kits and distribution of seed donations from organic & heritage seed companies as well as community seed swaps. The Spring Fair was attended by over 2,000 people across the weekend.
- Shinewater Fun Day, July 2023. See reel of the day [here](#) and write-up in the [August newsletter](#). The EFP Good Food Movement team coordinated a stall including tasters, recipe cards and zine distribution.
- Good To Grow weekend, April 2023. See info [here](#) and [here](#) and write-up in the [May newsletter](#), as well as detailed info in the next section.
- The Beacon Eco-Hive pop-up, November/December 2023, see write up in the [November newsletter](#)

Further examples of free opportunities for people to learn about, share and enjoy healthy and sustainable food:

- Willingdon Trees Community Fridge Summer Veg Challenge. See facebook posts [here](#).
- Eastbourne Allotment and Gardens Society Festival. See write up [here](#).
- Our Neighbourhood community kitchen & world food kitchen. See more info [here](#).

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

Increasing participation in food growing across Eastbourne

As part of our Veg Cities campaign work, EFP coordinates the Good to Grow network of 6 community gardens across Eastbourne and neighbouring Pevensey. In April 2023, EFP coordinator facilitated 6 events from Friday to Tuesday including three open days, one community feast and two taster sessions. Across the weekend an estimated 200 people attended. See the write-up in the May newsletter. We also used the weekend as part of the community research carried out on the 'Value of Veg', interviewing attendees and including the findings in our report which has been used to campaign for more veg grown,

cooked, eaten, saved and shared in Eastbourne. For more details see the [Sustain article](#) and the [webversion](#) of the document.

EFP have developed 'grow a row' kits to give new and community growers all that they need to get growing and participate in a wider community of growers in Eastbourne. The kits included a range of organic and open-pollinated seeds (obtained via donations from seed companies), seedlings, a compost voucher redeemable at the Eastbourne Allotment and Gardens Society community shop and instructions, including on zero-waste growing. These kits were distributed to over 30 individual growers for a pay as you feel donation, 4 community gardens including Shinewater Primary School garden and 14 as prizes at Cavendish Primary School's Eco Club dress up day. The kits looked like [this](#) and the instructions are downloadable as a toolkit [here](#).

In order to encourage individual growers to share in the community food movement, EFP coordinated the installation of a 'Crop Drop' at Gorrington Road allotments as part of their 'Grow a Row' scheme launched for the 2023 growing season. The structure, which was built in collaboration with Age Concern's [Langney Shed](#), allows allotment users to share surplus produce with the community and encourages growers to feel part of a wider community. As of September 2023, over 1 tonne of produce has been distributed from Rooted Community Food's plot and the crop drop combined. You can find out more about Grow a Row [here](#).

Providing resources for local community food initiatives

EFP has coordinated the distribution of four rounds of small grants delivered on behalf of East Sussex County Council as part of the Household Support Fund distribution. The goal of the grants is to alleviate food insecurity in Eastbourne, and EFP have focussed using this money to build community capacity through an Asset Based Community Development approach, empowering community food initiatives to invest in community resources and skills. The scheme has evolved with the learnings from each round, and in the fourth and most recent round, EFP has introduced a new category of funding to support community events that bring people together through the power of food, as part of a programme of Good Food East Sussex events. See application form [here](#).

EFP has also supported the development of toolkits to empower citizen and community group action. This has included a [toolkit](#) for partners to support the promotion of NHS Healthy Start scheme and a [template to support groups and individuals to object to planning applications](#) on land of high agricultural and/or environmental value, both of which are available on our website under the [resources section](#).

We are also supporting Rooted Community Food to develop a toolkit for community gardens - including how to install a Crop Drop, a planting plan, volunteer agreement templates, health and safety templates - due for completion by the end of year.

Finally, thanks to Good Food Movement funding from Sustainable Food Places (awarded Jan 2023), we are working on a community food hub project to put together resources and toolkits to support affordable food projects to increase wider engagement through food and creativity. So far, this has included recipe cards (e.g. [here](#)) shared across the hubs that support people to use seasonal produce in creative ways.

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

Eastbourne Food Partnership are committed to sharing learnings and best practice with other food partnerships and community food networks. EFP coordinators have contributed to SFP webinars: sharing learnings from 2023 Good to Grow weekend with the Good to Grow network coordinated by Sustain; sharing learnings from 2022 engagement with Caroline Ansell MP over hosepipe ban exemption for food partnerships.

The EFP coordinator also contributes to the Feeding Britain network, including: featuring on a webinar on mobilising community growing for sustainable supply chains for affordable food networks; sharing resources for and giving feedback for a toolkit of resources for the [Feeding Britain Resource Library](#). EFP have also responded to calls to evidence for Feeding Britain to relay partner experiences of around benefit sanctions to support parliamentary debates organised in collaboration with Feeding Britain.

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

Action area A: Tackle food poverty

A multi-agency partnership to tackle full-range of issues contributing to food poverty

The Eastbourne Food Partnership coordinator chairs the Eastbourne Food Security Network, an open membership group that is convened for quarterly meetings to share best practice & coordinate responses. This group comprises representatives from community fridges/larders, community kitchens, Eastbourne Foodbank, Eastbourne Borough Council (both council officers and councillors), East Sussex Public Health, community gardens and wider community groups. The June 2023 meeting on 'pathways to food security' included representatives from 20 different agencies and groups (meeting minutes [here](#)).

As part of the work chairing the food security network, EFP has developed a directory of community and emergency food support, available on [our website](#), which signposts where people can access free or affordable food. For agencies and other community groups, EFP has mapped out the emergency food provision available by neighbourhood and day of the

week, [available on our website](#). As well as being useful as a referral tool, this mapping aims to identify gaps in provision across the week as well as in different areas in the town. As areas tend to be poorly linked by public transport, this geographic breakdown helps identify areas that are underserved, as well as avoiding duplication for new projects.

The Food Security network has also been an important campaigning platform, producing a [joint statement on the Cost of Living Crisis](#) directed at Eastbourne Borough Council that has led directly to productive conversations with relevant councillors and council officers, reinforcing council engagement.

Making the most out of NHS Healthy Start

Eastbourne Food Partnership sits on the East Sussex Public Health NHS Healthy Start working group, meeting quarterly to coordinate action around NHS Healthy Start uptake. With input from its members, the group has developed a 15-minute training video available [here](#). Between Jan 2023 and August 2023, Healthy Start uptake in Eastbourne has increased from 66% to 69%.

Alongside this work to increase uptake, EFP have been working on several fronts to help people to make the most out of NHS Healthy Start. Working with local tech inclusion organisation Tech Resort, we have enabled all of Eastbourne's community fridges and larders to accept NHS Healthy Start payments as well as providing training and equipment to support with sign-up and a communications toolkit that aims to support partners to appropriately promote Healthy Start, [accessible here](#). Finally, we have worked with a local retailer JCS Provisions to provide a Healthy Start box containing a range of fresh produce for £8.50, that can be paid for upon delivery with an HS card. This box is scheduled to roll out Autumn 2023 (see draft flyer [here](#).)

Participation in nationwide campaigns to tackle the root-causes of food poverty

EFP has been proud to join a coalition of food partnerships, academics, community food organisations and foodbanks to develop a set of Principles of Dignified Food Supports. This work was led by Lewes District Food Partnership Chair Stef Lake and academics [Carl Walker](#) and [Ronald Ranta](#). EFP's participation has involved:

- participating in initial discussions at Lewes District Food Summit in 2022 and subsequent development meetings
- convening a food security network workshop in collaboration with Eastbourne Foodbank featuring community psychologist Carl Walker & feeding back to a national workshop at Kingston University
- contributing to and reviewing the draft principles

- putting Stef, Carl and Ronald in touch with national partners Feeding Britain and, via our partners at Eastbourne Foodbank, the Trussell Trust to explore the potential of a National Alliance for Dignified Food Support

EFP have also been active in campaigning on children's food policy through our MP Caroline Ansell who sits on the Education Select committee. This has included meeting with Caroline Ansell at the SFP day of celebration and action to discuss HAF funding Healthy Start, free school meal eligibility and an Education Select Committee inquiry into school food, and researching & publishing a Children's Food Policy Briefing [available here](#); a subsequent meeting between EFP coordinator and Caroline Ansell to discuss the recommendations of the brief is scheduled for 21/09/2023.

Action Area B: Promote healthy eating

Eastbourne Food Partnership's Veg Cities campaign

In 2021, EFP secured an SFP campaign grant to increase the availability and consumption of veg in Eastbourne. Key outputs include:

- launch of a ['Grow a Row'](#) scheme to enable allotmenters to share their produce with the community, reinforcement of community growing initiatives (see key issue 2)
- Healthy Start uptake projects (see above)
- Documenting the [Value of Veg](#) to Eastbounders & sharing with key policy-makers

Support to projects that encourage healthy eating

EFP have supported various projects that encourage healthy eating in the community. For example, we provided a grant to St Andrews Infants School's 'I can Cook Club', allowing the group leaders to purchase equipment to expand their after school club for up to 50 year 2 children. Parents commented that children's attendance made them more willing to make good food choices and try food that they haven't tasted before.

Other projects that encourage healthy eating and improve access to healthy food in Eastbourne include:

- East Sussex College ['Healthy Eating on a Budget'](#) free community learning course
- [Feel Good Food HAF sessions](#)
- Willingdon Trees Community Fridge [Summer Veggie Challenge](#)
- [Gather community garden](#) friday feast

School food beyond the canteen

EFP has secured funding to pilot a *School Food Beyond the Canteen* project in partnership with Shinewater Primary and Shinewater family hub, including providing an infrastructure

for breakfast club students to set up a market stall selling produce to parents. The projects key aims are:

- involve students in the food system from a young age, normalising handling of fresh produce and immersing them in the ways in which food is processed and passed on.
- stimulate curiosity in the young people when encountering new fruit and vegetables
- encourage conversations at home,
- embed the growing community food movement in Shinewater
- increases access to fresh produce by offering low cost food.

Ultimately, the project will link in with wider food education at the school so that produce grown in the outdoor education sessions will be included and products from food tech can also be available.

Supporting the work of East Sussex Public Health to promote Healthy Eating

EFP sits on the East Sussex Healthy Weight partnership, to oversee and support the delivery of the [action plan](#) for the horizon 2021-2026. This plan takes a whole-system approach to healthy eating, including action areas such as 'improving diet and nutrition in new-born and young children', 'creating a healthy eating environment', 'tackling food poverty and building food security' and 'healthy eating with a long-term condition'. The HWP meets quarterly to review progress against the plan, and comprises a range of representatives from different public and voluntary sector organisations.

East Sussex County Council also operates HALO ([Healthy Active Little Ones](#)), a free programme that helps early years settings to integrate a whole-setting approach to health, including food education and compliance with voluntary government catering standards. HALO provides a range of resources, as well as an accreditation scheme: the HALO Award or the HALO Excellence Award. 2 settings in Eastbourne Borough have achieved the excellence award and 28 providers are engaging with the process.

Young people of school age are also supported by the Healthy Schools programme which includes dedicated sections on Healthy Eating and Physical Activity and Sport as well as emotional health and wellbeing and PSHE. This programme is supported by East Sussex Public Health and the East Sussex School Health Service. The programme includes the [School Health Check](#) (enabling schools to achieve Healthy Schools Status) as well as the [Healthy schools award](#) or [Excellence award](#), with supporting resources (accessible [here](#)). The Eastbourne Academy has achieved the excellence award and a further four schools have achieved Healthy Schools status. The programme also includes a new [pupil survey](#) for year 6 and 9 and 16+ survey. The first set of results (2021/2022) have been published (available [here](#)), which demonstrates good performance for East Sussex schools around

information/learning on Healthy Eating (85% of primary and 76% of secondary pupils said that they had had enough useful information).

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

Small grants to alleviate food insecurity

As discussed in Key Issue 2, EFP has been allocated four rounds of funding from East Sussex County Council to distribute to community food projects as part of the Household Support Fund.

This has enabled us to fund projects that have progressed Key Issue 3 in various ways, here is a selection:

- weekly recipe kits at Willingdon Trees Community Fridge, enabling people to take home everything they need to cook as a family to produce a delicious meal and sharing the results online
- [World Kitchen](#) community cookery sessions at Our Neighbourhood Community Kitchen, giving people seeking asylum access to a space to cook and eat communally, otherwise unavailable in their temporary accommodation
- community growing at Rooted Community Food, enabling them to grow and distribute 1 tonne of food cost-free to community food projects
- Bakery sessions with [Bramber Bakehouse](#) to empower vulnerable women through baking skills development

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

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

Recognition of strategic value of healthy and sustainable food businesses and circular food economy

In October 2021, Eastbourne Borough Council was notified that a bid of £19.85m had been secured from the Levelling Up Fund. The bid featured two flagship projects that evidence Eastbourne Borough Council's commitment to making a Good Food culture central to Eastbourne's economic development. £7.623 million was secured to convert Victoria Place into a pedestrianised district "with excellent independent cafés and restaurants serving high quality, locally sourced food and drink all year round", including 17 refurbished commercial units for independent food and drink businesses to create new jobs and work placement opportunities. A further £11.186 million was secured to create a

culture and education centre at Black Robin Farm, a former dairy farm set on the South Downs. Following extensive public consultation in the period since the bid was secured, including with Eastbourne Food Partnership, the project is set to include a plot for food growing to reflect the heritage of allotments on the downs, along with kitchen and cookery classes. The executive summary of the bid can be found [here](#).

On a regional level, the strategic value of viticulture to Sussex has been recognised by the [Sussex Wine Tourism plan for growth](#), which pioneers a collaborative approach to “sustainable and responsible” growth of wine tourism. This strategy underlines the importance of diversification of vineyards, including the provision of food onsite to complement the wine offer. EFP coordinator attended the launch of the strategy at the Houses of Parliament, where producers, borough and county councillors and MPs came together. During the event, EFP coordinator had many productive conversations with politicians about the potential of developing food & agriculture tourism in general in Sussex. The strategy, whilst focussed predominately on viticulture, provides a compelling template for future cross-sector collaboration around food tourism.

Support to independent food businesses

Eastbourne provides an ecosystem of support for independent businesses, including food business. For example, through [Edeal](#), entrepreneurs can access free 1-to-1 business training that gives newer traders the opportunity to scale up. LEAP also offers 12 week ongoing training and support across East Sussex to support business proposal development, with a £2500 cash-prize to kickstart the best proposal.

The Eastbourne Borough Market has acted as an incubator for independent food businesses in Eastbourne that have gone on to secure premises. This includes local Real Bread bakery To the Rise and plastic-free local butcher and grocer JCS Meats and provisions, both of whom were recognised in the Eastbourne Business Awards.

The Eastbourne Borough Market also collaborates with Edeal Young Entrepreneurs, which provides training worth £30k/year at no fee to participating individuals and schools, enabling 60 young entrepreneurs per year to be accompanied in their business development, including a 14-18 year old category that enables young people to access the Gatsby Benchmarks. Running from September to June, the programme includes a one day workshop, 10 hours 1-to-1 coaching and access to a town market stall for the month of May, as well as support with logistics and access to meeting spaces. Food business ventures are included within the scope of the programme with support such as access to a food handlers course.

Sustainable food production in council-owned farms

The [Eastbourne Downland Estate Whole Estate Plan for 2020-2045](#) for management of the council owned estate, comprising 1,199ha of farmed land, was developed in consultation

with different stakeholders including the tenant farmers. This is clearly expressed in the plan's vision, which aims to "Ensure that our farmers are supported and valued as stewards of our land, its soils and its wildlife, with sustainable and profitable businesses that can continue to flourish and innovate".

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

Signposting Good Food businesses

EFP has developed a directory of local food businesses that have signed the Good Food Charter. Despite this feature only being launched in August 2023, we already have 3 sign-ups, and are on track to expand this directory as relationships with Good Food Businesses are built. The local food businesses join a list of ways to access local veg suppliers in the '[buy local](#)' section of our website.

This work is set to be complemented by a Healthy Catering Charter as enshrined in the Healthy Weight Partnership action plan, under "Develop and roll out a healthy food charter which recognises achievements made by food outlets to improve access to healthier food", which comes under the 'Creating a healthy eating environment' action area (see detailed action plan [here](#)).

Promoting Good Food businesses

Good Food East Sussex Month will be taking place in October 2023. As part of this EFP have worked with local business [Skylark](#) to develop a tasting event in partnership with Long Man Brewery on the 27th October. Event publicity to follow, including an EFP-authored profile of Skylark to accompany event promotion:

- *Opened in 2018 on Eastbourne's bustling Grove Road, Skylark has been a pioneer for championing local produce, prepared freshly and with love by their dedicated team. Our coordinator spoke to co-owner Erina about the passion driving their Good Food Business.*

Skylark wears its love of local produce on its sleeve, with menus peppered with 'Bullock Down Farm' beef, Nutbourne tomatoes, Deans Butchers and Poppyseed Bakery, and suppliers list nestled alongside the menus on the tables.

"Eastbourne and the surrounding areas have such a wealth of brilliant food producers and suppliers that deserved to be recognised and promoted. Their produce is of such great quality that of course we wanted to put it on our menus!"

Working with smaller suppliers has its challenges, but Erina underlined the solidarity and mutual understanding that comes from a shared "small business mindset", and emphasises the importance of sourcing ingredients at a fair price that feeds into the local economy. The creativity of the chefs is more than a match for the surprises that come with

using fresh produce. Erina hopes that their conversations with customers about producers will encourage more people to seek out local suppliers.

With more and more local businesses seeing the value in shorter supply chains, Good Food businesses like Skylark provide a model for putting local producers at the heart of their mission.

Providing local food businesses with selling platforms

Eastbourne Borough Market runs twice weekly, and aims as far as possible to celebrate and support suppliers local to Eastbourne and the surrounding area, including local organic raw dairy products from Hook & Son and local fruits from Greenway fruit farm.

You can find a full range of regular stall-holders here:

<http://www.eastbourneboroughmarket.co.uk/>. As well as its regular market, the Business Improvement District also oversees themed markets, such as the vegan market that takes place 2-3 times every year featuring around 20 vegan traders from around the South East, bringing in 700 extra visitors from the surrounding area. There are also plans afoot to trial a monthly farmers market from November of this year to provide an outlet to the many small-scale producers in East Sussex.

Alongside initiatives such as Love Local Shop Local platform, Eastbourne Chamber of Commerce Business Awards and Edeal, Eastbourne Borough Market is an important part of a support network for local food businesses.

Recognising the value of local producers

Within the [Eastbourne Downland Estate Whole Estate Plan for 2020-2045](#), the value of local producers was highlighted. Listed actions in the medium and longer term include: *"Help to build a value-added brand for produce from the Estate. A distinct brand based on the special qualities of the Estate could add value to their produce. Consumers are increasingly interested in the provenance of their food and its ecological footprint, and retailers are sensitive to this. The Council values the role of its tenant farmers as stewards of the important habitats and ecosystems on the Estate, and it is hoped that discerning consumers will also value this."*

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

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

The two-tier structure of local government in Eastbourne means that most public sector procurement policies are executed at a county level, necessitating collaboration with other East Sussex districts and boroughs to develop a unified strategic approach to Good Food procurement. With this in mind, 'Food Procurement and Catering' has been identified as a key strategic area under the Good Food East Sussex strategy, and, the Eastbourne and Lewes District food partnership coordinators are leading the working group in this area. Parts of this section were co-writted with LDFFP.

Adopting Good Food practices in the catering sector

Across Eastbourne, there are various examples of catering that values Good Food, from focus on health and nutrition to sustainability and local sourcing, providing examples of best practice that can be built upon to create a strategic focus on healthy, locally sourced food.

A key example of best practice in the catering sector is [Zebedees](#), an East Sussex based catering company specialising in providing nutritious, freshly-prepared and sustainable meals for early years settings. Zebedees embeds sustainability across its operations, from investing in water recycling technology, using reusable packaging and developing food waste partnerships with local farms. By working with a nutrition consultant, Zebedees has developed recipes that go above and beyond the government's nutritional guidelines. Zebedees has also promoted the inclusion of plant-based meals as part of a balanced diet, introducing 'Plant Powered Fridays' with a range of recipes served every third friday with the aim to familiarise children, parents and settings with nutritionally-balanced plant-based meals. Throughout their service, Zebedees also aims to educate staff, children and parents about eating well, providing training for staff to use Zebedees meals as educational tools for children.

Zebedees currently provides meals for 5 early years settings in Eastbourne. EFP coordinator has been working to liaise between Zebedees and a contact at Food For Life to support Zebedees to explore Served Here accreditation, which has so far been positively received by both parties.

In other examples of catering best practice, Pabulum won a five year tender in 2017 to provide Langney Primary School, Parkland Infant & Junior Schools and Shinewater Primary and Nursery School with a Food for Life Bronze Award accredited catering service.

Beyond collaboration with Food for Life, Eastbourne Food Partnership have been directly involved in promoting better catering practices. In February 2023, Eastbourne Food Partnership hosted a team from vegan community kitchen Made in Hackney for two Plant Futures workshop. The aim of the project, which delivered workshops at other settings across the country, was to support organisations with catering provision to increase the

quality and quantity of plant-based options. The workshops included participants from community kitchens, hospital catering services, nutritionists, private catering and food businesses. It included demos of plant-based dishes, discussions about education around plant-based nutrition and food and deconstructing misconceptions and a take-away toolkit with recipes, procurement tips, ingredients explanations and more. See our write-up [here](#).

In the private catering sector, there are plans in place for the development of a Healthy Catering Charter as enshrined in the East Sussex Healthy Weight Partnership action plan, under the action *“Develop and roll out a healthy food charter which recognises achievements made by food outlets to improve access to healthier food”*, which comes under the ‘Creating a healthy eating environment’ action area (see detailed action plan [here](#)). This would provide an accessible local complement to national schemes such as Served Here.

Other examples of Good Food procurement include:

- [ESCC vegetarian lunch](#): East Sussex County Council encouraged its employees to share their favourite veggie recipes, with a free vegetarian meal to be provided at County Hall to showcase one of the recipes
- [HALO resources](#) to support early years setting with compliance with voluntary govt. guidelines around early years setting food provision, including HALO Lunch box audit and Eat Better Start Better Checklist (see section 3 for more info on HALO). In Eastbourne Borough 28 early years settings have undertaken this check.
- [Chartwells](#) provide the catering contract with East Sussex and have implemented various Good Food measures, including Meat Free Mondays at primary school level (see [here](#) for an example Autumn Winter menu), Red Tractor approved chicken and milk and 95% seasonal veg sourced direct from British Farmers.

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

More transparent, fairer and shorter supply chains for a town such as Eastbourne rely on joined-up working that goes beyond the borough, extending into wider networks at a county and a regional level.

Improving connections and collaboration across the local supply chain nevertheless remains a key area of our [2023/2024 Action Plan](#), with associated targets including:

- *“Supporting county & regional work on dynamic procurement e.g. through promoting platforms like Open Food Network”.*

In December 2022, EFP joined forces with partners across the South East in a meeting with Dynamic Procurement UK convened by Brighton and Hove Food Partnership and Good Food Oxfordshire that included representatives from food partnerships and local

authorities. This meeting allowed interested parties to scope the potential of Dynamic Procurement to support smaller local producers in public sector contracts, as well as create a regional network going beyond individual partnerships and local authority boundaries enabling resource pooling and more joined-up working.

In the same spirit, the [Good Food East Sussex strategy](#) unifies the approaches of food partnerships across East Sussex. The strategic area ‘Supply Chains and Infrastructure’ includes actions:

- “Engage with Plumpton College to hold forum around supply chains and infrastructure”
- “Improve infrastructure for local producers to be able to manufacture and sell directly in East Sussex by taking forward recommendations in A Tale of Two Counties report”.

As part of this larger scale work, EFP coordinator has also met with a representative from the [Open Food Network](#), to discuss how Open Food Network could support more transparent, fairer and shorter supply chains for community and public sector procurement. All of the above contributes to creating networks and a knowledge base to be built on as the strategic regional and county work progresses.

On a smaller scale within the borough, Eastbourne Food Partnership has been working hard to support the community food sector to access more sustainable and reliable supply chains. This has involved creating a platform for community growers to donate fresh produce to community fridges and kitchens. Between three community gardens making regular donations and the EFP ‘crop drop’, well over 1 tonne of fresh produce has been made available at a low or no cost to communities in Eastbourne so far in 2023.

Additionally, EFP’s Community Food Hub officer has made connections with local logistics companies to look at ways of accessing and transporting farmgate surplus from growers in East Sussex, as well as making connections with local growers such as Allwood Farm who now contribute surplus to community fridges on a regular basis.

This ultra-local, community-based supply chain development is essential to guaranteeing the resilience of affordable food projects that make locally produced food accessible to all.

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

The majority of state schools across East Sussex have their catering service provided by Chartwells, and this contract will be in place until July 2025. In the meantime, the priorities for EFP & Lewes District Food Partnership as part of the Good Food East Sussex ‘Food Procurement and Catering’ work will be to work with the procurement team at

ESCC to engage Chartwells. The successful mid-contract negotiation of 'Meat Free Mondays' shows that this approach can have significant impacts.

EFP will also be working with other food partnerships across East Sussex to continue the documentation and celebration of best practice in catering, procurement and supply chain development in the lead up to the re-tendering of the school food contract, to ensure that Good Food is at the heart of the new school food contract at ESCC.

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

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

In 2019 Eastbourne Borough Council declared a climate emergency, committing Eastbourne Borough to become carbon neutral by 2030. The [Eastbourne Carbon Neutral 2030 strategy](#) was published by EBC in 2020 in collaboration with community actors from Eastbourne Eco-Action Network CIC (see summary [here](#)). The 2030 vision includes a section on food: "we have developed a local food economy and reduced food waste. Residents are enabled to make healthy choices and food poverty has been eliminated", and associated direct action "support local food growing initiatives by making suitable land available and incorporating it into our work with social housing tenants as part of DOHS", which was updated in [2022](#), to include "Support the Eastbourne Food Partnership in developing and meeting their aims, including enabling food networks" as an enabling action.

A key council output under this area of the strategy has been the guidance developed by Eastbourne Borough and Lewes District council for [community growing on Housing Revenue Land](#) in partnership with Homes First and Not Costing The Earth, which notes:

"The importance of community food growing is recognised for its contribution to increased food security and helping communities lower their carbon footprint by producing locally grown food. Other benefits include increased health and wellbeing, giving residents access to a natural environment, and a healthy lifestyle, and creating a shared community space, that can increase the social capital of a neighbourhood or area. Growing schemes should aim to engage fully with the local community and the views of neighbours and residents need to be considered when designing a project. We have provided tips and advice on how to conduct community engagement and have made suggestions on connections with other groups and services within the community - schemes should be inclusive to all. A growing space can just be a simple area for flowers and wildlife which requires very little maintenance, or a space to grow food for or with local residents."

EFP along with Lewes District Food Partnership promoted the initiative, as well as community growing initiatives on pages 8-9 of [Tenants' Open Voice magazine](#), Spring 2022.

EFP are regular attendees of the EBC Climate Change Strategic Panel. In November, EFP coordinator gave a presentation on the relationship between food and climate and the potential for food systems as a lever for climate action. EFP also contributes to the Climate Neutral Bulletin run by EBC that reaches over 17,000 email addresses.

Downland Strategy

Also included in the Climate Neutral 2030 strategy under Food was "support initiatives that enable low carbon and nature-friendly farming locally e.g. South East Downs Farm Cluster". This action aligns with the [Eastbourne Downland Estate Whole Estate Plan for 2020-2045](#) for management of the council owned estate, comprising 1,199ha of farmed land. Its vision includes: *"Maintain and enhance the 'natural capital' of the Estate, so that high-quality, well-managed habitats are resilient and adaptable to climate change, pests or disease" and "ensuring that our farmers are supported and valued as stewards of our land, its soils and its wildlife, with sustainable and profitable businesses"* underlining the commitment to a harmony between food production and natural processes in the context of climate change.

Blue Heart

Commissioned by East Sussex County Council, the Blue Heart project aims to better understand how water, land and communities interact in order to reduce the frequency and severity of flooding in Eastbourne and southern Wealden. The Blue Heart team has included a focus on how growers interact with water systems including how they're affected by flooding and drought. The project explores how water, land and communities are connected and the challenges that exist in the context of climate change. Growers feature heavily in the community stories recorded as part of their community research (accessible [here](#)), as well as on their community [map](#). Projects funded by the community fund include accessible raised beds at Eastbourne Allotment and Gardens society, workshops at Pevensey and Westham Forest Garden and a project between Eastbourne Eco Action network and Eastbourne Food Partnership to develop climate resilient growing techniques.

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

Surplus redistribution projects - community fridges, links with local farms...

EBC reduce reuse recycle bulletin

Eastbourne Borough Council publishes a Reduce, Reuse, Recycle Bulletin that is emailed to residents of Eastbourne Borough. The June 2022 edition can be viewed [here](#) and includes tips on composting, garden waste disposal and the Love Food Hate Waste campaign.

Food Waste & compost

Eastbourne Borough Council offers a [green waste collection service](#), which is then transformed into compost and soil improver that residents can purchase at Eastbourne Household Waste Recycling Site.

East Sussex County Council supports residents to develop home-composting in anticipation of the compulsory roll out of food waste collection as per the Environment Act. ESCC includes resources on its [website](#), and has a partnership with [Get Composting](#), enabling residents of East Sussex to purchase UK-manufactured composting equipment at reduced prices.

Redirecting food surplus

Across the town, community food initiatives are working hard to ensure that surplus food is made accessible and to raise awareness of food waste. A network of six community fridges work together to ensure that high quality surplus can be accessed at reduced price (£2 for 10 items), diverting perfectly edible food from landfill. This food comes from surplus redistribution organisation [FareShare](#) Sussex and Surrey, direct from supermarkets via Olio and FareShare Go, as well as local farms such as Allwood Farm.

For example:

- Willingdon Trees Community Fridge, open 5 days a week on a pay as you feel basis, has collected 9285kg of food via FareShare Go since it opened in Jan 2023, with an estimated 29711kg of CO2 savings
- Seaside Community Fridge has received 7375kg of surplus food from FareShare and collections from individual supermarkets. Of this, 300kg has been deposited into their food waste bin, which goes to local pig farms.

Reducing single use plastic

[Plastic Free Eastbourne](#) is a community-led initiative to reduce plastic waste in the town. Under their stewardship, Eastbourne has become a [Surfers Against Sewage certified Plastic-free community](#) completing five steps including:

- Engaging your local council
- Business champions
- Community allies
- Community actions and events
- Steering group

Part of this work has included collaborating with the Eastbourne Borough Council's Neighbourhood First on Environmental Projects and [Refill Eastbourne](#) to create a network of refill stations between Birling Gap and Sovereign Harbour to discourage people from buying single-use water bottles. This network of refill stations is celebrated and promoted at the [Spring Water Festival](#), hosted each May in Eastbourne.

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

In 2019, East Sussex County Council declared a climate emergency. Their Climate Emergency Plan 2023-25 recognises how climate will affect the food supply but as yet does not include action areas directly related to food. EFP coordinator will be taking the lead on the Good Food East Sussex key action area [Climate, natural environment and planetary health](#) with the goal of increasing awareness and integrating food into the council's climate and biodiversity action.

FOR PANEL USE ONLY

Comments from the panel on your application:

Outcome of application:

Recommendations for onward progress: