

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*:
Rotherham Food Network
Name and contact details of person/people leading on this application*:
Kelsey Broomhead – kelsey.broomhead@rotherham.gov.uk
Geographic region which this award will represent*:
Rotherham
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:

Rotherham is situated in South Yorkshire and is home to over 260,000 people. The Borough comprises the minster town of Rotherham itself and a further 100 square miles of smaller towns, attractive villages and rolling countryside. There are densely populated multi-ethnic inner urban areas, large council-built housing estates, leafy private residential suburbs, industrial areas, rural villages, and farms. Rotherham is well connected to other areas of the region and country via the M1 and M18, both of which run through the borough, and by the rail network which links to Sheffield, Doncaster, and Leeds. Rotherham is divided into 25 electoral wards.

Within Rotherham, we are proud of our industrial past (of steel making and coal mining) but ambitious about our future. Rotherham is continually evolving, and has a world class Advanced Manufacturing Park, a new University Centre, ambitious town centre regeneration plans, delivered over 1000 new homes, and boasts beautiful places to spend leisure time such as Wentworth Woodhouse, Clifton Park and our country parks.

Our economy is the fastest growing in Yorkshire and Humber, and over 100 overseas companies have already invested in Rotherham. They, alongside local companies, operate across a wide range of sectors including aerospace, food production, healthcare, automotive components, ICT and other hi-tech industries.

Although the Borough is ambitious and has strong assets, the Rotherham population faces health and wellbeing challenges. In terms of deprivation, the Department for Communities and Local Government published Index of Multiple Deprivation indicates that 22% (36 LSOAs) of Rotherham fall within the top 10% most deprived in England with Rotherham as a whole was ranked 44th most deprived authority in England, making the borough amongst the 14% most deprived local authority areas in England. The intersectionality of poverty, and other experiences of inequality (such as ethnicity and disability) mean that a higher-than-average proportion of residents are exposed to risk factors which drive pre-mature mortality and ill health, including smoking, inactivity, excess weight, and air pollution. This results in long-term health conditions, such as chronic heart disease, hypertension and depression resulting in greater health and social care requirements and poorer economic status.

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

ANSWER:

The Rotherham Food Network (RFN) is chaired and coordinated by Public Health, with an ethos of taking a whole systems approach to improving healthy and sustainable food by tackling the underlying inequalities in accessibility driven by poverty and our local environments. From the first meeting when poverty was noted as one of the most pressing issues by members, it has been integral to our ways of working to consider the challenges that face our most vulnerable communities. We have members that work with specific community groups including those suffering food poverty or facing a range of intersectional inequalities, such as the Roma population, and so are mindful of consideration of the differing needs of our different populations and their access to healthy and sustainable food.

We recognise that we are still in the early stages of developing the impact of RFN on driving change for our communities in Rotherham, and that there is still a way to go to ensure that we are robust in our consideration of equity, diversity, and inclusion as integral to the work of all our members. However, our ambition: “together we will make healthy and sustainable food the norm for everyone in Rotherham” is deliberately mindful of our need to consider those in our communities who experience inequalities.

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 only document? Yes / No
- If a link place here as well under Key Issue 1
- Action Plan link:

<https://modern.gov.rotherham.gov.uk/documents/s144036/Rotherham%20Food%20Network.pdf>

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

Rotherham has established a local cross-sector food partnership involving public and third sector, representatives that have been meeting approximately every 6 weeks and are committed to working together across all the key issue domains set out by Sustainable Food Places. The Rotherham Food Network (RFN) was established in April 2022 and continues to grow and develop. It was initially formed in response to Public Health wanting to take a 'systems approach' to tackling food issues in the borough, which were highlighted when [the Local Authority signed the Local Authority Declaration on Healthy Weight in 2020](#), and to pick up some of the issues highlighted by the response to the covid pandemic, particularly food poverty.

Members represent a wide range of food issues, sectors, and communities, including members with direct experience of working with people on food issues including crisis provision. The network has begun to engage with local businesses, such as through discussions at 'The Voice' sessions with town centre business owners having informal conversations about how they could be more involved. The Council manager for the town centre markets is in the network and can support this further. Other members have expertise on climate change, procurement, catering, public health, and community development.

[Terms of Reference](#) for the network were agreed at initial meetings with accompanying briefing notes to describe the purpose and aims of the network. Following the ongoing development of the network, these are due to be refreshed in June 2024. Membership of RFN continues to grow with up to 77 members receiving invites to the meetings, representing 25 stakeholder organisations. The network is currently chaired by a Consultant in Public Health from the Council and meetings are facilitated through Public Health. This arrangement is in place due to a current lack of allocated funding to the partnership and insufficient capacity in partner organisations at this point to take on more substantial roles.

However, the lead through Public Health has facilitated key institutions, including the Local Authority and other strategic bodies, to recognise and endorse the local food partnership through a governance route into Rotherham Health and Wellbeing Board who have received [updates on progress](#), and supported the initial action plan and recommendations. Development of the food network was an action on the [Health and Wellbeing Strategy action plan](#) (4.22, p41) and annual updates are expected by the board. A new Health and Wellbeing Strategy from 2025 will be under development shortly and

the network will be well placed to advocate for a focus on the issues highlighted in the action plan.

A partnership event was held in April 2024 to reach new members and engage with new stakeholder organisations, to capture best practice in the borough and to collectively agree where the gaps are and what the next steps for the network should be. This has led to working groups being formed (from June 2024) out of the network whereby each working group will meet bi-monthly and then the full network will meet quarterly for the working group to update. We currently have 4 working groups which are as follows: Food Growing (community, composting, and green spaces), Healthy Eating, Food in Crisis Partnership (an existing group focused on emergency and poverty food provision), and Commercial Food (catering and procurement).

A representative from Rotherham food network has joined a new South Yorkshire regional food partnership meeting to share best practice and learn from our neighbouring authorities and ShefFood led the establishment of this with a first meeting in May 2024. Representatives from RFN also took part in a Sheffield University led research project to support learning between partnerships at different stages of award (Sheffield going for Silver, Bristol at Gold and Birmingham bronze with links to national research).

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

Rotherham Food Network has developed an [action plan](#) that is based on the Sustainable Food Places framework and covers all key issues. It was presented and signed off by Health and Wellbeing Board (November 2023) and is under regular review. It was developed through open consultation with the wide range of stakeholders in the network which is open to anyone. The current action plan (2023 – 2025) tackles each issue in the Sustainable Food Places framework, with various organisations/partners taking the lead for different sections. Updates and progress are coordinated through network meetings and driven forward by working groups.

Public Health are supporting RFN with the creation of a dashboard of data indicators related to food, to enable tracking of food-related data for Rotherham and to support the measurement of outcomes related to action plan actions. The [Rotherham data hub](#) hosts the Rotherham Joint Strategic Needs Assessment (JSNA) which provides a section on food. This shows a range of data, such as the improvement of enrolment in the Healthy Start Voucher Scheme which stood at 71% in March 2024, compared to 62% a year previous. Learning sessions on how to use the JSNA for information, bids/grants are offered to all members of the network.

RFN intends to further develop and promote its identity through the development of a logo using a competition with Rotherham College students. This logo will be used to represent the network as an umbrella to connect and promote all the inspiring work on

healthy and sustainable food happening in Rotherham. It is proposed that to use the logo, an organisation or business or individual would commit to some key principles which underpin the ethos of the network and are complementary to our ambition: *'Together we will make healthy and sustainable food the norm for everyone in Rotherham'*.

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

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

Raising public awareness

Various partners involved in the Rotherham Food Network (RFN) are involved in raising public awareness of food, health, and sustainability issues. It was acknowledged that the public face a barrage of unhelpful and contradictory food and diet information from a range of external online and marketing sources, and that a simplified and compassionate source of information was required to support people in making healthy sustainable choices, whilst acknowledging the role our environment and income plays in determining the reality of that 'choice'. Rotherham has a RotherHive website which was primarily designed to support access to information for people with regards to mental wellbeing, but this has been expanded and now includes a page on food. The [Eating Well page](#) includes information on eating healthily including how to read food labels, good food hygiene, ultra-processed food and how to eat in season. It also provides information about seeking support with regards to affordability or disordered eating. RFN was heavily involved in the consultation process for developing and writing the content on the webpage.

Rotherham's Health and Wellbeing Board endorsed a 'compassionate approach to weight' in January 2023. This means being more holistic and person-centred when delivering interventions relating to weight, food, and physical activity and acknowledging the wider influences on behaviour driven by environment and circumstance. A working group, including representation from the RFN is working to deliver an action plan to support partner organisations and services to consider mental health and wellbeing in relation to weight, and to exploring opportunities to tackle weight stigma, which has a detrimental impact on body image and mental health, such as through better imagery and language in communications.

Through [Riverside Catering](#), Rotherham Council is the provider of school meals for over 14,000 school pupils. As well as providing access to healthy sustainable food, as accredited by the Soil Association through a 'Food for Life Served Here' Bronze award, the staff provide opportunities in schools to promote positive messaging with parents and children, such as through the 'Simply Veg' or 'Eat them to defeat them' campaigns. These campaign materials have been shared with social supermarkets and community food banks to enable consistent messaging and support.

Opportunities to actively participate

Many of the members of the RFN are actively involved in providing services, activities or events where people can learn about, share and enjoy healthy and sustainable food. This includes cook and eat sessions provided through community groups including at food banks, and nutrition sessions as part of the community tier 2 weight management service. There are also a range of organisations providing opportunities to get involved in growing food and accessing this fresh produce, such as through community social supermarket provision such as at Clifton Learning Partnership who work with the Roma population in the Eastwood neighbourhood.

Almost 90,000 people attended the [2023 Rotherham Show](#). This free community event hosted in Clifton Park reaches a broad demographic of the population and celebrates different cultures through a vast array of cultural activities. This includes the '[Made in Rotherham](#)' marquee which celebrates traditional fruit and vegetable growing and is supported by local allotment associations. Other food related activity included children making vegetable sculptures. This year will see a focus on food waste avoidance as part of an 'eco village'.

Direct action

The Councillors in each of Rotherham's 25 wards have identified a set of priorities which are contained within a [ward plan](#). These are based on ward profiles, which include relevant ward level data such as health. Currently, 5 wards of those wards specifically mention food as their priority. However, the majority of the wards include other priorities that have an indirect impact such as cost of living crisis, support voluntary and community organisations with funds and projects, and climate change. The ward priorities will shortly be refreshed due to the local elections in May 2024 and RFN is working with neighbourhood coordinators to advocate for food-related community activity and support. This provides an opportunity for communities to work together and access funding on food-related initiatives relevant to them.

The [Rotherham Lifestyle Survey](#) is an annual health and wellbeing survey for young people aged 11-12 years and 14-15 years. Participating schools are able to use

anonymised analysis to better understand the current eating habits of their pupils and create action plans to address needs.

Rotherham has an active Youth Cabinet and RFN value the voice of the youth within our work. The Youth Cabinet have been involved in multiple projects about food. They have also attended The House of Commons (November 2022) to debate campaigns that members of the Youth Parliament will work on during 2022-2023. Both of our MYPs have worked on campaigns throughout the year such as the 'Food for Learning Campaign' which focuses on free school meals for all. Members are also involved in the BiteBack campaign which is youth activist movement challenging the national food system.

Members of Youth Cabinet joined other RFN members in a consultation with Tesco earlier in the year facilitated by the British Nutrition Foundation as part of their commissioned work to refresh the Tesco nutrition strategy. The young people provided strong advocacy on the importance of removing child-orientated junk food advertising and offered up alternative suggestions to promote and support a healthier food system.

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

Community food initiatives

RFN are developing an online platform on which members can interact informally to enable networking, working together and support with ideas and resources. The network remains open to anyone working locally to support the aims, including small voluntary sector community organisations. Public Health are supporting RFN by collating data and information about food projects, initiatives and mapping data including food provision and allotments. The members of the network are well placed to support each other where access to assets is required.

Rotherham has many voluntary and community sector organisations working on food or food growing initiatives. [Rotherham Gismo](#) is an online directory of not-for-profit groups providing help and support to people living and working in the Rotherham area. The site features around 600 groups offering a wide range of support services to individuals in the community and has been administered by Voluntary Action Rotherham since 2013, many of which have food-related activity.

[Rotherham Minster](#) provide a social supermarket, but alongside this have run compatible projects, including cooking classes (and provided train-the-trainer training to 3 other providers for running these classes) and offering wider support on a range of poverty-related issues. Seen as best practice, they often provide support to new social supermarkets. The cooking sessions are about raising confidence to use a range of fresh produce to create cheap and try a range of culturally varied meals.

[Clifton Learning Partnership](#) are a well-embedded charity working within Eastwood in a predominantly Roma community with high levels of poverty and related needs. Their support includes an allotment project run by volunteers selling honey from their onsite bee hives to raise money and growing year-round food for their social supermarket Eastwood Pantry.

[The Unity Centre](#) also provide a food bank with holistic support for individuals facing food insecurity and community food celebrations such as iftars with asylum seekers.

Food growing

From January 2020 a community benefit society, [Rotherham Allotment Alliance](#), took full responsibility for the management and administration of all allotment sites and plots previously managed by the Council, this consists of over 25 sites and over 1000 plots. They organise additional projects such as 'From plot to plate' whereby plot holders can share recipes using grown produce and the 'Community payback project' which is clearing derelict plots to bring them back into cultivable condition. As mentioned in an earlier section there is great pride taken in produce from allotments in Rotherham, with fierce competition at the Rotherham Show competitions.

A range of community growing projects exist throughout the borough, such as plots accessed by users of social prescribing projects for mental wellbeing as well as the associated physical wellbeing benefits of being active. Two examples of community food growing projects are RANSS and Sanctuary Gardens.

[RANSS](#), is a charity that provide a support service for autistic adults/adults with ADHD. As part of their offer, neurodiverse adults and their families are invited to weekly allotment sessions to grow fruit and vegetables, whilst encouraging nature recovery in a safe and relaxing space together.

[Sanctuary Gardens](#) is a community organisation located in Rotherham Town Centre, providing a nurturing environment for people struggling with mental health issues and individuals on their path to recovery. A partnership with Bomer and Kirkland construction company has enabled commitments to social values and corporate responsibility to be realised in the form of tools and raised beds for their growing projects.

Food growing also goes on in several schools in Rotherham, and many have accessed the opportunity to grow fruit trees within their grounds, supported by the Council tree planting programme.

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

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

Action area A: Tackle food poverty

Food during crisis

Rotherham has established a multi-agency [Food in Crisis partnership](#) involving key organisations as well as people with lived experience, to identify and tackle the full range of issues that contribute to food poverty in a joined-up strategic way. The partnership, chaired by [Voluntary Action Rotherham](#), works together with Fareshare Yorkshire, the Council, and Laser Credit Union so that residents of Rotherham having trouble finding enough money to buy food can be supported through their difficulty with dignity and respect. Through member organisations people can access emergency food and other essential supplies, access to savings schemes and loans, advice and support, and access subsidised food over a few months through membership of a social supermarket or pantry.

As residents became increasingly impacted by the Cost-of-Living crisis, frontline staff and volunteers have been provided with advice through the [Council's Money Matters webpages](#) which lists local support available. Making Every Contact Count training provided an effective way to engage staff and volunteers from the Council and a range of other organisations on the headlines about support available and provided confidence for staff to have conversations with residents about their health and wellbeing.

RFN has been supporting the uptake of the [Healthy Start vouchers](#) by localising the promotional material and working closely with partner organisations to increase the awareness among families. Efforts have also been made to increase uptake of free school meals and support families with free school meal provision during the school holidays, including through the [Holidays Activities and Food programme](#). This programme has ensured access to healthy food for children and young people and several activities have focused on awareness of and trying healthy food, such as smoothie making.

In Rotherham, the Council and voluntary sector have been keen to ensure that as well as meeting the immediate needs of those entering crisis, that holistic support is available to prevent people returning to crisis. An [Open Arms](#) partnership provides community hubs

with holistic support across different local neighbourhoods and a small grants scheme, enabling smaller VCS organisations to deliver positive activities. All successful bids had elements relating to food ranging from train the trainer cooking classes to how to prepare a shopping list.

[Citizen's Advice Rotherham](#) have worked closely with food banks and community organisations to offer practical up-to-date information and advice that is free, confidential, independent, and impartial. They have a 'more than just food' project working with 10 community food hubs (social supermarkets or foodbanks) to create direct referral links and training 30 volunteers to become link workers enabling them to signpost people to appropriate help and support.

Food in crisis provision in Rotherham therefore comes with additional support. The [Sunnyside Supplies](#) charity for example started out as a food bank but have developed into a social supermarket model. They also offer a community café, providing affordable meals and a social opportunity for local people, with additional services, such as a baby-weigh sessions with Early Help, or visits from Digital Rotherham to support digital accessibility. The [Fun Hub](#) in Maltby provides a wide range of community activity and support, including holiday and youth activities and also a weekly community food pantry. Several of the local food banks and social supermarkets have food donation arrangements with local supermarkets, including Tesco and Sainsburys.

Rotherham partners recognise the importance of the [real living wage](#) and many have gone through accreditation including the Council, RotherFed, Barnsley and Rotherham Chamber of Commerce, Voluntary Action Rotherham, Connect Healthcare, and Shiloh. Rotherham Doncaster and South Humber NHS Trust (RDASH), the local mental health service provider, has committed to [poverty proofing](#) its services to ensure poverty does not impact on an individual's ability to access their services.

Action Area B: Promote healthy eating

Rotherham Council adopted the [Local Authority Declaration on Healthy Weight](#) in January 2020. The declaration was developed by Food Active as a commitment encompassing areas such as planning, public health, environmental health, and culture and leisure, to work together to improve the health of the local population by tackling the obesogenic environment. The Moving Rotherham Board works as a partnership to increase physical activity across the borough and the RFN has been established to work on the food elements of this commitment.

In support of addressing the obesogenic environment, the Council has a [Supplementary Planning Document](#) which supports restrictions on the location of new hot food takeaways within 800 metres of schools and colleges in the Borough.

In August 2023 Rotherham launched its [breastfeeding-friendly borough](#) to support mums and families to make the right choice for themselves and their babies. A multi-agency working group is in place to support a range of actions including securing UNICEF Breastfeeding Friendly Initiative accreditation for family hubs and the 0-19 service.

In October 2023, the tier 2 community weight management service was recommissioned by Public Health and is now provided by Connect Healthcare, the GP Federation under [Rotherham Healthwave](#). Under this new service a more flexible holistic approach is provided including a range of physical activity opportunities and support with nutrition classes including cooking skills to enable people to access support that suits them to make sustainable healthy changes in a compassionate and supportive way. These are provided by a range of community-based organisations including Rotherham United Community Trust who can support people into a range of wider opportunities for ongoing activity and links can be made back into social prescribing for those that need additional holistic support for other issues such as financial support.

Rotherham United Community Trust also deliver a weight management services for both adults ([Fit Millers](#)) and children (in partnership with Shine Health Academy and Sheffield Children's Hospital). These projects have a heavy focus on food, nutrition, and healthy eating, again aiming to educate around the importance of a healthy diet and help individuals to overcome barriers in achieving this.

As mentioned in section 2A, [Riverside Catering](#), run by the Council is the provider of school meals for over 14,000 school pupils and is accredited by the Soil Association through a 'Food for Life Served Here' Bronze award, to provide assurance of their healthy and sustainable food offer.

The RNN [Rotherham College](#) also works to support its students and staff to access healthy food, providing regular information and cooking sessions. The catering course runs a community [restaurant](#), which recently catered for the RFN workshop, provides students with skills and real-life experience of working in the catering sector.

The [BeWell@Work](#) award scheme in South Yorkshire encourages employers to consider how to support their staff with a range of health and wellbeing initiatives, including healthy food. There are currently 17 organisations that focus on healthy eating as part of their assessment (4 are at bronze level, 9 are at silver, and 4 are at gold).

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

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

Early discussions with local businesses

In March 2024, members of the RFN were approached by the British Nutrition Foundation, who were running a series of community consultations across the UK with the scope of refreshing Tesco's nutrition strategy. Rotherham was chosen to be one of the two areas in England for consultation to listen to members on what effective, long-term support looks like to widen access to affordable, healthy, and sustainable food. There was a roundtable discussion with participants including voluntary community sector representatives, Public Health and a Council neighbourhood officer, healthcare professionals including dieticians from the hospital, and young people from the Youth Cabinet. RFN members expressed their concern regarding excessive availability of ultra-processed food at discounted prices whilst fresh or unprocessed food was comparatively expensive, driving unhealthy purchasing habits particularly amongst those on lower incomes therefore exacerbating health inequalities. The young people particularly expressed concern around aggressive advertising of unhealthy products to children.

RFN also attended 'The Voice' drop-in sessions in the town centre for businesses and were able to discuss with local cafe owners their sourcing of food and approaches to healthy options. The [new market development](#) in the town centre will provide further opportunities to support local supply chains between fresh produce suppliers and cafes and this is being explored. To support local businesses during the market redevelopment, the Council have supported social media posts to promote existing stalls.

Local training opportunities

[Maltby Learning Trust](#) has secured £4.5 million from the Government Levelling Up Fund to invest in the redevelopment of the former Maltby Grammar School building, to create an incubator space for training, apprenticeships, and start up support in the leisure and hospitality sectors. This will include healthy cooking sessions, food hygiene, and food preparation.

As mentioned above, the RNN Rotherham College also provides training in catering, with experience for students in their [Wharnccliffe restaurant](#), but also in [agriculture and horticulture](#) at their Dearne Valley site.

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

Promoting local businesses

[Rotherham Climate Action](#) is a voluntary organisation working to promote local climate action. They regularly promote shopping local and local businesses. There are a growing number of small independent businesses in Rotherham, including those supporting access to sustainable food, such as the [Be Sustainable](#) zero waste shop, or low waste supply chains such as the [Sustainable Planet Shop](#). The [Happy Little Craft Shop](#) in Maltby sells locally sourced fresh fruit and vegetables and promotes healthy eating through sharing recipes. An update is required on a [local directory](#) of town centre businesses that was created during covid to support local businesses.

Work is ongoing at [South Yorkshire Sustainability Centre](#) on supporting small businesses and supporting a sustainable regional food economy and links have been made with RFN. Research in collaboration with businesses is being undertaken to look at decarbonising and reducing energy inputs in specific food processing and manufacturing processes and to explore how utilising spaces in our urban and semi-urban areas to grow food using low-carbon, sustainable practices will help to deliver a net-zero and resilient food system for the region.

The Rotherham United Community Trust takes part in the annual [EFL Green Weekend](#) which focuses on creating a sustainable and greener football club and borough. There is a focus on promoting healthy eating by linking in with local greengrocers to provide supporters a healthy alternative to match day snacking whilst also promoting local businesses within Rotherham. There is also a focus on the environment (supports 6B) by exploring ways to reduce waste and create a greener lifestyle by [#TidyUpOurTown](#). Rotherham United is incredibly proud to have been [shortlisted for the EFL Green Club Award](#) for the 2023/24 campaign.

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

Local catering

The Council's [Riverside Catering](#) which provides school meals and other hospitality, has been featured as the Soil Association's caterer of the month (August 2023) and has Food for Life Served Here Bronze accreditation. High food standards are applied including Marine Stewardship Council (MSC) accredited fish, locally sourced Red Tractor meat, Lion Brand free-range eggs from Elliot's Eggs in Driffield, East Yorkshire and the majority of fresh vegetables and potatoes are locally sourced from Yorkshire and Lancashire farms. The Council has been working to improve free school meal uptake through investigating opportunities for enabling auto-enrolment.

Local procurement

Public Health are working with Council colleagues to determine how procurement and social value processes can be used to improve healthy sustainable food and local lower carbon supply chains. Discussions are planned at the Social Value Operational Group to consider how to raise awareness among potential providers about the breadth of social value offers and how to incentivise contributions, potentially using quality questions. For example, the Riverside Catering food procurement could bring more obvious benefits to local schools if providers targeted their social value contribution at local schools, such as in the provision of education resources or community cooking support. The Council is also linked into South Yorkshire groups considering the potential to source local food producers together for greater supply chain security. The structure of the Council procurement is being considered so that small local suppliers will be eligible to bid to supply certain products.

The [Rotherham Foundation NHS Hospital Trust](#) have also committed to increase the availability of locally sourced, seasonal, sustainably grown food.

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

A working group has been formed from RFN members to consider how a Charter can be used to promote healthy sustainable food, local supply chains, and responsible food waste management. It is proposed that this could be used to drive commitments from contracted service providers and promoted to local businesses for uptake. There is an opportunity to work with and consult the new businesses taking units in the [Forge Island redevelopment](#). Caffé Noor is a revolutionary luxury coffee shop with a fundamental difference as 50% of all profits will be donated to local community organisations to support vulnerable people.

The Council will also be supporting the new market development, encouraging market stalls to consider opportunities to supply local businesses and support local supply chains.

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

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

Climate commitments

In October 2019, Rotherham declared a [climate emergency](#). A subsequent [action plan](#) has committed the Council to achieving net zero emissions by 2030 and Rotherham-wide greenhouse gas emissions to be net zero by 2040. The RFN has presented to the Council's internal climate change operational group to consider ways of working together to reduce the impact of food production and waste on local emissions. Information has also been provided by Council colleagues to the [South Yorkshire Local Nature Recovery Strategy](#) consultation, including on the importance of consideration of sustainable agriculture and local community food growing.

Rotherham partners and organisations have been encouraged to come together to pledge commitment to 10 core principles in a [Climate and Nature Charter](#) through the Rotherham Together Partnership. This includes commitments around local supply chains and single use plastics which are frequently associated with food products. At its launch the charter was signed by Rotherham Council, Rotherham Doncaster and South Humber NHS Foundation Trust, Barnsley and Rotherham Chamber of Commerce, Voluntary Action Rotherham, RNN Group (Rotherham College), South Yorkshire Integrated Care Board and South Yorkshire Police.

There have been initial local discussions about the potential to support enterprises such as the Sheffield [Food Works](#) in Rotherham, as RFN appreciate the positive value of a sustainable approach to food surplus and food provision. Further resource will need to be identified to move this forward. Currently in a contract via the Council, [FareShare](#) provide surplus food to the Food in Crisis partnership members to support their food bank or social supermarket provision.

Several schools in Rotherham are [Eco schools](#) taking on a range of actions to reduce their carbon emissions and adapt to climate change.

As described in section 4, early discussions have taken place within the Council and with RFN members to consider how organisations can use procurement processes and social

value from contracts to promote commitments regarding reducing emissions, waste and sustainable supply chains.

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

Reducing waste

The [South Yorkshire Waste Strategy](#) sets out ambitions and actions to ensure Rotherham's waste is reduced, re-used or recycled, or used for energy recovery. The award-winning Ferrybridge Multi-Fuel 1 facility waste treatment plant turns leftover household waste from Barnsley, Doncaster and Rotherham into fuel, which generates enough electricity to power 160,000 homes. Education resources for schools and public campaigns such as [Love Food Hate Waste](#) and [Waste Less](#) have been used to raise awareness and increase understanding about the importance of waste reduction and how to do it. A [WRAP](#) project was supported locally by Rotherham Minster food bank who changed best before stickers on food to improve understanding about food storage and dates on food.

Part of the Council's Climate change action plan includes a commitment to further reduce [single use plastics](#). Other Rotherham partners including the [Rotherham Foundation NHS Hospital Trust](#) and signatories of the Climate and Nature Charter as described above have made similar commitments.

The RNN Rotherham College and the Rotherham Foundation NHS Hospital Trust both use [ReFood](#) to ensure their food waste is anaerobically digested and used to create electricity. All the food waste from schools using Riverside Catering for school meals is also converted to renewable energy by Veolia. By 2025/26 Rotherham will have separate food waste collection for business waste customers to generate renewable energy.

[Community fridges](#) have been used in Rotherham to redirect surplus food from Co-op stores to members of the public, which saved over 1,000kg from waste in just 10 weeks.

A public campaign on reducing waste and recycling will form part of a new eco village area at the Rotherham Show in September.

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