



# **Bradford Good Food Strategy**

# **Toolkit**



# Food Strategy Advocacy

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**We want you** to become an **Action Implementor**, an **Agitator**, and an **Advocate** for the **Bradford Food Strategy**... mouthful by mouthful!



### Your role will involve:

- 1** Understanding the complexities of the Food System and your organisation's role.
- 2** Recognising that you and your organisation, service or department has a role to play (No matter how small!) and can make a difference to the collective effort.
- 3** Putting accessible and nutritious food for all at the heart of your policies and actions.

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# An **Action Implementor** should:

- **Establish a senior/accountable officer** to champion and lead this work
- **Identify actions within the Food Strategy Action Plan** that your organisation, service, or department could contribute to delivering against. For specific examples please see the appendix on pages 8 – 12
- **Work with the Sustainable Food Partnership** to share individual plans, priorities, barriers, and opportunities
- **Create opportunities** for individuals and communities who want to take action



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# An **Agitator** should:

- **Rock the boat** – don't stop at the first challenge, but ask why not? What would it take to do things differently?
- **Drive, and harness the power, of collective responsibility** – there is no 'owner' or statutory organisation responsible for food system work. **An agitator should bring food onto all agendas**
- **Think food** – bring a food lens into meetings, policy, workshops, and other strategies. Use food as a golden thread!



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## An **Advocate** should:

- **Identify** – who could be your organisational champions and be the voice of issues around food in your organisation?
- **Consider who you can influence** – in what arenas and at what level - lobby your senior leaders to prioritise actions relating to food
- **Celebrate and promote** – share your successes across various channels including the [Sustainable Food Partnership](#), social media, and the local press. And be part of local campaigns such as [Swap Well to Eat Well](#)
- **Enable Individuals** – to share their voices and lived experiences with businesses and policy makers to enable food system change that is relevant
- **Support other organisations** – to collectively amplify the impact of all efforts



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## Further support:

Do you need further support, advice, or want to discuss this further?

Click here to visit: [The Bradford Sustainable Food Partnership](#)

[Click here to email us for more information](#)

## Downloads:

Click on the links to view:

- [Food Strategy Film](#)
- [Action Plan](#)
- [Executive Summary  
Of The Strategy](#)
- [Full Strategy](#)

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# Appendix


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Example actions against our 4 priority areas:

## Strategy Outcome 1 – Actions: Creating An Eating Well Culture

- Promote a culture of **eating well** in the workplace such as making fresh fruit available for staff and visitors or having nutritious group lunches
- Promote the [Swap Well to Eat Well](#) campaign and resources
- Ensure any food provision meets an Eating Well Standard, such as the [Food For Life Served Here Award](#)
- Offer learning/training to raise confidence for people to eat well in the context of their cultural, social and financial situation
- Run skill-building sessions, for example, cooking healthy meals that are affordable
- Identify opportunities to develop initiatives to improve local access to affordable, good quality food



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# Appendix

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## Strategy Outcome 2 – Actions: Tackling Food Insecurities

- Tailor food provision to cultural preferences and dietary needs
- Influence and lobby about food insecurities
- Ensure knowledge of where to signpost to support services and refer to benefits advice, financial assistance schemes for information on tax, benefits and debts. [Local Cost of Living Advice](#) find your local [Bradford District Foodbank](#)
- Become a living wage employer



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## Strategy Outcome 3 – Actions: Community-led Growing

- Giving space over to growing fruit and vegetables (indoors, on a balcony or in your outside space)
- Setting up an allotment or a garden for service users
- Allowing staff time to volunteer at a community garden
- Sharing food you've grown with others (or your local foodbank!)  
[Share Your Spare](#)
- Growing salad and herbs on indoor windowsills
- Sharing food growing skills
- Work with [Grow Bradford](#) on supporting local growing initiatives, signposting and resources





# Appendix

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## Strategy Outcome 4 – Actions: A sustainable Food System For All

- Reducing portion sizes in your canteen
- Providing compost bins for food scraps
- Giving surplus food to local charities or a local food bank
- Serving seasonable, healthy produce
- Buying from local producers and shorten the supply chain
- Buying Fairtrade tea and coffee
- Reducing and managing waste
- Using sustainable packaging and reducing packaging
- Source food from local social enterprises or not for profit suppliers



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## Other – Actions: Catering and Procurement

- Offer at least one ‘meat free’ day each week in your canteen and more ‘meat free’ meal options
- Sourcing your food locally
- Ensuring caterers only buy what they can use
- Asking caterers to provide nutritious and sustainable options
- Removing single use plastics
- Create/review your food waste policy
- Provide healthy food and drink options for staff and visitors

