

THE BRADFORD 'GOOD FOOD STRATEGY' 2024/25 ANNUAL HIGHLIGHT PROGRESS REPORT



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1. Creating an Eating Well Culture

1.1 Living Well Takeaways

The commissioned provider (Keighley Healthy Living) worked in partnership with another organisation offering Business Coaching (Participate) to engage with 17 takeaways to co-develop the '20 Small Changes' manual. A total of 89 takeaways operating across Bradford district have received the '20 Small Changes' manual to date and 12 takeaways are currently offering at least one healthy option as a result.

Businesses on the takeaways programme have implemented over 20 changes to their menus including low fat cheese on pizzas, adding bottled water and zero sugar to the drinks range, grilled chicken instead of fried, reduced salt and sugar usage, baked potatoes instead of chips, shallow frying instead of deep frying, using rapeseed oil, offering smaller portion sizes, reducing meat in burgers and introducing a salads to replace fried side order options.

Wholesaler Food Suppliers

Participate also engaged with two wholesale suppliers to gain a better understanding of the availability of ingredients and products that could support healthier menu offerings but observed a very limited range of healthier products available.

Further conversations with wholesalers revealed that products marketed as "healthy" are often perceived as inferior in quality or taste, leading to low uptake from businesses. The wholesalers said they are reluctant to stock "healthy" items due to the risk of unsold inventory and the fast turnover they require for profitability (between 3-4 weeks). One wholesaler shared that they had previously stocked organic products, but discontinued them due to poor sales

Future Plans

Yr3 of the Living Well Takeaways contract with Keighley Healthy Living will focus on continuing to support the implementation of the Healthy Markets Charter in Darley Street and the offer will also be extended to other markets operating in Bradford district.

The team will also link in with the Living Well Workplaces initiative, and the offer will be made available to workplaces that have an on-site catering facility.

Keighley Healthy Living will continue to work with Lynfield Mount Hospital to improve the catering offer for staff and patients.

Completion of the Living Well Takeaways video for the Living Well website to promote the takeaways initiative and develop resources for a targeted social media campaign.

1.2 Living Well Schools

Living Well Schools is the Healthy Schools programme for Bradford, making it easier for schools to become health-promoting environments by removing health-related barriers to education. It provides support to senior leaders in all schools across Bradford. For the first year the Living Well Schools Leads delivered in Primary schools and in September, launched in Secondary, SEND and PRU schools. In the first year of delivery, the team worked in 79 schools, benefiting 32,870 children and young people. The programme continues to support

schools to embed health and wellbeing offers including those under the key priority 'Eating Well'. 22 primary schools have made Eating Well a priority within their schools and are receiving individualised support from their Living Well School Lead. 15 schools have benefitted from the Grow to School/Marketteering project and 5 secondary schools have received grants to support growing projects utilising unused green space within their schools.

Over the next year, schools across the district will be supported to promote a culture of eating well, receive signposting to support families experiencing food poverty and engage in a sustainable circular growing economy. Challenges with engaging schools have been raised by staff, but continued outreach and awareness of the programme and joint efforts with local partners such as BIB - Age of Wonder and research partners such as the University of York, have supported the onboarding of new schools.

1.3 Living Well Workplaces

The Living Well Workplaces programme began a pilot in 2025 and offers a range of support to workplaces to support employee health and wellbeing. Whilst the programme is not only focused on food, support around diet and nutrition is offered. The focus on the programme is to support workplaces on four topic areas;

- Eating Well
- Physical Activity
- Mental Wellbeing
- Breathing better (Smoking and Pollution)

More information can be found on the website - <https://mylivingwell.co.uk/workplaces/>

1.4 Food Diaries project

Thanks to collaboration with ActEarly and University of York, a substantial piece of research has been underway to understand diets and nutritional intake of children within the district. After a period of recruitment, a representative sample of children aged 3-11ys (n = 326) were chosen to complete food diaries including questions on demographics, food insecurity, takeaway intake. This work provided vouchers to help incentives competition, and will provide much greater, and specific, detail to the National Diet and Nutrition Survey (NDNS). The data is currently being analysed and will be publicly available later in 2025.

The study will be formally published and provide a more localised approach to understanding and supporting diets locally.

1.5 Planning Policy & Commercial Determinants

The Public Health Department the Council have a key role to play in tackling commercial determinants of health relating to our food system.

The Public Health Department frequently provide response to planning applications, and provide advice on policy related matters.

Future work is being planned to upskill the workforce on using a Commercial Determinants of Health lens.

1.6 Infant Feeding and Early Years Strategy

Progress to date

- A comprehensive community led and co-produced strategy development plan has been approved and funded by public health for delivery over the winter of 25/26.
- Conversations have taken place with community organisations to receive grants for various focus groups with our most underserved communities.
- 'Public contributor' roles have also been created to support the development of the new strategy with people with lived experience.
- Youth ambassadors onboarding is taking place, and a plan to engage care leavers with the Children's Trust is in continuous discussion.
- Plans are being formed for the steering group and consultation with professionals for feedback on the strategy.

Future Plans

- Information from the community consultation and feedback from professionals will feed into a behavioural needs assessment, which will lead into the formation of the strategy.
- Engagement with community organisations will continue to take place to review the strategy as it is being formed.

2. Community Led Growing

2.1 Grow Well to Eat Well

The districts community growing campaign which supports people with the tools, skills and resources needed to grow food at home continues to develop, initially launched in Spring 2024. In spring 2025 the campaign was relaunched and saw Fruit Works (part funded by Public Health) distribute over 200 fruit trees and fruit bushes across workplaces within the District through the creation of micro-orchards. It also saw a further 1,000 growing kits disseminated through council libraries and neighbourhood teams, coupled with a tailored resource to increase awareness and understanding of growing food.

This campaign will remain in use as part of our core focus in supporting local community growing. The campaign is funded by the Public Health team, the Living Well programme.

The first year of the campaign, 2024, evaluation report can be accessed [here](#).

2.1.1 Fruitful

Fruit Works has also launched Fruitful. 2025 has been a bumper year for apples in Bradford, Shipley and Keighley. To divert tonnes of fruit waste, Fruit Works Co-operative (part funded by Public Health) have established a coordinated juicing equipment library and service. The Fruitful Bradford project is based at four community hubs in Keighley, Shipley and Central Bradford. Good quality home-grown fruit has been going to food banks, and lots more has

been juiced. The press release for the scheme is available here - <https://www.bbc.co.uk/news/articles/c07vd838m5po>

2.2 Grow Bradford

The Grow Bradford work (Commissioned by public health on a three-year contract to lead the *Community Growing* outcome of the Bradford Food Strategy) is now in its final year. Over the past year, the team has worked extensively with local communities to expand growing opportunities and develop an accessible online map showcasing community food projects across the district.

More than 40 community growing projects have been visited, documented, and featured on the Grow Bradford website and YouTube channel. Each entry includes videos and contact information, enabling residents to easily find and engage with food projects near them.

Visits to smaller, grant-funded food growing projects included surveys to gather insights on successes, challenges, sustainability, and advice for future initiatives.

This year, Grow Bradford distributed saved seeds to multiple community projects across the district and delivered a series of *Growing Microgreens* sessions at Manningham Library, engaging fathers and father figures in hands-on learning.

Video content highlighting community food growing has been widely shared via Grow Bradford's digital channels to inspire participation and promote local food initiatives across the city.

In partnership with Bradford Council's Allotment Service, Grow Bradford has worked to improve access to growing spaces and optimise land use for food production.

For the first time, an interactive allotment map has been created and published on the Grow Bradford website, allowing residents to easily locate their nearest site.

Collaboration with the Allotment Service over the past two years has helped secure an additional £300,000 through Community Infrastructure Levy and Section 106 funding. The service has committed to an "improvement journey" to address high vacancy rates and inefficiencies in the letting process. Recent work includes bringing 12 plots back into use at Stanacre and improving plot allocation to reduce waiting times.

Grow Bradford continues to promote biodiversity and sustainable practices on allotment sites through the creation of short community-led videos. Topics include making natural fertilisers (comfrey and leaf mould), the benefits of wildflowers, edible weeds, pond creation, succession planting, and apple preservation through pressing and dehydrating.

2.3 Grow to School

The Grow to School project is being funded by the Edina Trust and Living Well (Through the public health team). The project involves food growing delivery in schools through growing clubs and embedding food within the school curriculum. Schools are linked with the School Food Matters programme and Darley Street Market to sell freshly grown produce in the Markets as part of the Young Marketeers project. Public Health have part-funded the project to extend the offer to a total of fifteen schools. The project has funded the development of the 'Growbag Mini' whereby schools build a food growing bed in a 1m² patch of land, and are

guided through the growing season. The work began in January 2024 and will run until January 2026.

This is a video of the Marketeering day: [Darley Street School's Veg Sale](#)

Progress against this action can be measured by student engagement, of which 110 students and 11 teachers have been engaged to date with actual growing and the amount of food produced. Overall children reported learning new growing skills and tasting more fruits and vegetables, they may not have previously eaten. It was particularly well received by children with SEND needs, who enjoyed learning in a new environment and had a creative outlet to manage their emotions.

The project was featured in the press following the Governments launch of the Good Food Strategy at Darley Street Market:

<https://www.thetelegraphandargus.co.uk/news/25316349.daniel-zeichner-darley-street-market-strategy-launch/>

Over the next year, Public Health are looking to expand this project into a circular food growing economy based in primary, secondary and SEND schools and local marketplaces. This will also involve the creation of Seed Libraries in each locality and building partnerships with other markets to ensure children can sell produce at a market close to their school.

3. Tackling Food Insecurity

3. 1 Food Insecurity Resource

To support families experiencing food insecurity in Bradford, Living Well has developed a comprehensive leaflet that brings together a wide range of low-cost food provision options across the district. Designed for both professionals working with families and for families themselves, the leaflet includes practical information on schemes including NHS Healthy Start, the Nourishing Communities Voucher Scheme, FoodSavers Network, free school meals, emergency food support, and more. Website links via QR codes are included for easy access to eligibility checks and applications, it's a vital tool for helping people find nutritious food, budget-friendly recipes, and additional support services.

The Launch of the resource was attended 50 people and physical copies of the leaflets have been distributed to key services and stakeholders across the district. Links to the resource and a downloadable copy can be found here: <https://mylivingwell.co.uk/eating-well/finding-low-cost-food-2/>

3.2 Food Vouchers- Nourishing Communities

Public health has commissioned InnChurches and Food Savers to expand the 'Nourishing Communities' scheme. This scheme is a cash first approach to tackling food insecurity, by providing people with vouchers to buy fresh food at their local market. The scheme is being funded for an initial 3 years (From summer 2025) and initial targeting underserved communities and those with long term health conditions.

The press release for the programme can be found here:

<https://www.bbc.co.uk/news/articles/cy7pg3x7r36o>

3.3 Household Support Fund 2025 Update

The Department for Work and Pensions, Household Support Fund (HSF) was initially provided to support households with the rising cost of food and domestic fuel, as pandemic related support to households and local authorities had been withdrawn from October 2021. The current round of HSF funding is circa £10 million and will expire in March 2026. The main HSF food-related activities managed by the Council team who organise and commission the Holiday Activity and Food programme have been;

- The District's Foodbanks and Food Pantries top-up their food supplies, 28 organisations (17 pantries, 8 mid-sized foodbanks and 3 large foodbanks) deliver this programme. This programme links food bank support with welfare and debt advice and food pantry support to wider signposting to move from dependence to self-sufficiency through low-cost food options. Encourage the sector to adopt a co-operative model to procure and manage supply and to create a referral process established for wider wraparound support. Approximately 5,000 families visit the pantries and foodbanks every month.
- A community food programme which is focused on food support with keeping warm. 84 voluntary and community organisations spread across the District are tasked with working with vulnerable / disadvantaged families in need of food and the provision of healthy food hampers. Advice about food and fuel is given at the point of the offer of support. This has broadened the reach of the established food aid sector, and tailors the parcels to the needs of the households. Approximately 4,700 families are supported with a food parcel every month.
- A Warm and Welcoming Spaces programme is set up across the district, 160 voluntary and community and faith organisations are given a small grant to enable them to provide access to warm and welcoming space for local people in times of need throughout the whole year. This provision provides drinks, light snacks and includes a place to come and talk and receive signposting of wider welfare support through leaflets etc. Approximately 13,000 individuals (pensioners/adults/children) visit a warm/welcoming space every month.
- A pregnant mothers and new baby programme is supported by Hope4U, this programme provides food and baby essential support to pregnant mothers or new mothers with infant children. Approximately 140 families are supported every month on the programme.

Additional support for food insecurity across the Household Support Fund but delivered or managed by other teams includes the following;

- Support for Care Leavers with food and fuel and to assist with essential items when setting up a new home.
- Direct payments of HSF funds are made by the Council's Revenues & Benefits team to households with a Council Tax Reduction (CTR) without requiring an application. Most are low-income households, but other vulnerable households also meet the criteria. This distributes half of the Fund to approximately 44,000 eligible households who have received direct payments in winter 2022 and 2023 and summer 2024 and will receive a direct payment in winter 2025, this payment is at a flat rate per

households, but with an additional payment per child (reaching approximately 34,000 children in total). This 'cash-first' approach is evidenced to be a low cost-high dignity support, allowing residents to prioritise food, fuel or other essential household costs.

Additional support for small scale programmes that contribute towards supporting/reducing food insecurity across the Household Support Fund but delivered or managed by other teams includes the following;

- Providing support to those individuals who care for a sick/dependent individual in their family. This provision is delivered by Bradford Carer's Resource.
- Providing Warm Homes: Addressing fuel poverty home energy assessment and interventions around boiler repairs, low cost insulation and advice on fuel efficiency.
- Providing Safe Sleep – Cots/Child beds/bedding for low-income/vulnerable families
- Providing support for those who are homeless or at risk of becoming homeless or with no recourse to public funds in need of food/fuel/other essentials
- Providing fuel top-up assistance / essential household goods scheme with an application process for those most in need.
- Providing Support for Bradford's foster carers with fuel costs.

Also, government funded, the Holiday Activity and Food (HAF) programme funds 126 local organisations to provide access to free activities during the major school holidays (Easter, Summer and Christmas), for children on benefit related free school meals and children with SEN. The programme also offers additional free or paid places to those who don't meet this criteria, but these are subject to availability. Every child that attends also gets a free meal included in the activities. In 2023 HAF provided support for 23,313 children, in 2024 18,458 children were supported and a similar number of children will be supported in 2025.

3.4 Future of Household Support Fund

From April 1, 2026, The Household Support Fund is being replaced with the Crisis Resilience Fund which aims to provide long-term crisis support to community in England, replacing the short-term Household Support Fund. Further details are being coordinated via the Anti-Poverty Strategy Group.

Purpose and Objectives

The **Crisis Resilience Fund (CRF)** is designed to offer a more sustainable and effective approach to crisis support, enabling local authorities to provide preventative assistance to communities. This fund represents the first multiyear settlement for crisis support, allowing councils to plan and allocate resources more effectively to address the needs of vulnerable populations.

Funding Details

The CRF will be nationally supported with **£1 billion** annually until 2028/2029, which includes funding for discretionary housing payments and aims to assist some of the poorest households.

This funding is intended to help local authorities reduce reliance on emergency food parcels and provide essential support to families, particularly children, during school holidays.

Implementation and Impact

The fund will replace the **Household Support Fund (HSF)**, which has been criticized for its shortterm nature and lack of longterm planning. The CRF aims to provide a more stable framework for crisis support, allowing local authorities to develop comprehensive strategies to combat poverty and financial crises.

Local councils will have the flexibility to tailor their support to meet the specific needs of their communities, which may include integrating services such as debt advice and budgeting support.

Future Developments

The government plans to issue further guidance on the CRF's implementation and effectiveness monitoring as the launch date approaches. This initiative is seen as a significant step towards improving the delivery of crisis support and addressing the root causes of poverty in England.

The plans for 2026 for both the HSF and HAF are still undecided as final decisions have not been made by Government. Although HAF has been extended to March 2026, programme delivery model/guidance will not be known until January 2026. It is anticipated that the programme will most likely remain similar to what is being delivered at present.

3.5 Auto-enrolment (Opt-Out) of free school meals

The auto-enrolment for free school meals project, led by the councils Revenue and Benefits team and supported by 'FixOurFood', aims to ensure all children entitled to free school meals automatically receive them without needing to apply. Currently, evidence suggests that around 10% of eligible children miss out, meaning they lose access to nutritious meals and schools lose associated public premium funding. Auto-enrolment removes admin barriers and stigma by using existing data to identify and register eligible pupils automatically. FixOurFood is supporting and evaluating the rollout of this approach with Local Authorities, gathering evidence to inform national policy.

The council has introduced an annual opt out scheme for Free School Meals, a data matching exercise between the team who administer Free School Meals and Education was carried out in March 2025. This identified that there were over 1,000 children who were entitled to a FSM but had not claimed it. Families were informed that we would enrol the child unless they opted out. Free School Meals were awarded to these children which means they will have access to a meal at school. The average cost to a parent for school meals is £450.00. Schools are given a Pupil Premium for every child that is entitled to a Free School Meal, for 24-25 school year that was £1480 per primary school pupil and £1050 for each upper school pupil.

This data matching exercise was repeated in autumn 2025 and identified a further 1,500 children, who are in the process of being auto-enrolled. The pupil premium for this school year for primary schools is £1515 and secondary is £1075.

The combined impact of the additional enrolment of children into free school meals means an additional investment of over £2 million into schools through pupil premium money.

3.5 Community Food Assets – Fair Food Futures (NIHR PHR project in Bradford)

Progress Update

Successfully completed data collection, including community food systems mapping, interviews with representatives, ethnography (12 months), go-along repeated interviews with families (3 times over 12 months) and photo elicitation study.

Plans for the next year

- Launch a photo exhibit (29th October at Darley Street Market), complete analysis, write reports and recommendations (sharing with DEFRA)

Challenges

This research has been rewarding and has successfully worked in partnership with multiple organisations and individuals, including members of the community. Community food is being relied on by many people across the district. However, it is a fragile system, reliant on funding and volunteers, as well as space and other forms of infrastructure.

4. A sustainable food system for all

4.1 Darley Street Market

July saw the opening of the long-awaited Darley Street Market. The market, which had been in the planning stages for almost a decade, replaced the city centre's two existing markets, Oastler Market and Kirkgate Market.

The market has been an incredible success since opening, creating over 150 jobs through the construction and traders growing their business, and has welcomed over half a million people through its doors in just three months.

The new market is a nationally leading example of how a key local asset can be the focal point for health and wellbeing, for social cohesion, and in contributing towards economic redevelopment.

The market includes the new 'Wellnest' which is an InnChurches, Food Savers and Living Well area which supports wellbeing and includes a community cookery school, providing 'cook and eat' classes to local residents, groups and schools. The 'Wellnest' is designed to offer community wellness services like mental health support, nutritional education, and health screenings through workshops, events, and meetings. The 'Wellnest' is an integrated part of the market, alongside the global food court, a fresh food hall, and a lifestyle hub for shopping.

4.1.1 Healthy and Sustainable Market Charter

Following the development of the 'Healthy and Sustainable Market charter' by the team of academics from Leeds University, the charter has now launched in practice at the new Darley Street Market.

Through the Living Well Takeaways programme (Delivered by Keighley Healthy Living (KHL)) we have engaged with 17 food vendors in the new market to support the implementation of the charter.

KHL have worked closely with vendors to adapt their menu choices in line with the “Healthier Options” criteria and as a result, there are now 34 healthier recipes available. The recipes are all 600 calories and lower, contain a portion of fruit and vegetables and do not score high in fat, salt and sugar. These options were ready in time for the market’s opening in July and are currently being sold in the food court to customers. There are plans underway to link these options to the food ordering App in the market and to expand the offer of support to market traders across the other markets across the district.

4.2 The Bradford Schools menu swap project

The Menu Swaps research pilot is being led by ‘FixOurFood’ at York University in partnership with Pro Veg. It has worked with children, families and schools to co-produce new school menus which are more sustainable, by swapping ingredients with a higher carbon and climate impact with lower impact alternatives. Living Well Schools supported researchers to select 5 schools who are catered by council caterers, ‘FM Catering’. They will pilot the new menu from October 2025 for 12 weeks whilst researchers monitor the response to the menu swaps. Taste testing took place with children at Darley Street Market where InnChurches prepared various options for children to try and give feedback on. It is hoped that the pilot will support FM Catering to permanently embed more sustainable options in their menus in the future.

Best practice will be shared with schools and other caterers in the district to demonstrate how sustainable, tasty changes can be made to the school meals, increasing protein, fibre, vitamins and minerals within the meals served. The only challenge encountered was recruiting schools in the short research time frame, however, Living Well Schools supported with this to ensure 5 schools had signed up in time. This is a pilot research project by FixOurFood and Pro Veg, however Living Well Schools have expressed interest to trial the Secondary School model for 2026

4.3 CriSS Toolkit

The Critical Sustainability Stories (CriSS) Toolkit is a framework designed to help communicators, creatives, and educators craft evidence-based, reflective, and impactful stories about sustainability and climate issues. Developed by researchers at York St John University and the University of Leeds, it encourages users to move beyond simplistic or overly optimistic narratives by integrating credible research, addressing complexity, and promoting critical thinking. The toolkit serves both as a practical guide and a reflective resource, supporting users to improve the quality and authenticity of sustainability storytelling across media, arts, and education.

Public Health has commissioned York St John University to work with local creators to apply the principles of the CriSS Toolkit to help translate the messages of the good food strategy through the medium of arts and culture. We are also developing a bid to Arts Council England to create a series of local arts events that tell the story of the Bradford Food Strategy — highlighting community action around food, sustainability, and health — and showing residents how they can get involved.

4.4 St. James Wholesale Market Research

A 10-month research project undertaken November 2024 – July 2025 by researchers at University of Leeds analysed the social economic significance of the St. James Wholesale Market.

Key findings include:

- The market generates an estimated £59.5m turnover and provides employment to more than 200 people. It has a large membership base of over 500 suppliers, retailers and charities who visit the market very regularly sometimes daily
- Waste is an area where significant action is taking place in St James Market. However, more can be done to intercept edible food before it reaches a point where it can only be wasted.

Report Recommendations

- Develop a St James Market strategy outlining the future direction of the market as a regional critical food infrastructure, supporting inclusive local and regional economic development, public health, climate and food policies.
- Design a strategy, in collaboration with tenants, to collect and monitor better data on St James Market.
- Recognise and support the role of St James Market in providing access to affordable, fresh and nutritious food
- Promote and link up St James Market to public procurement.
- Develop a long term and sustainable food surplus redistribution strategy in partnership with community groups
- Integrate St James market within local and regional food, climate and public health policies
- Support traders to develop links with regional and agroecological/regenerative food producers
- In case of the relocation of St James Market to a new site, develop an economic and social impact assessment.

4.5 Hayat Compost

Over the past year, Hayat Compost has grown from a small community initiative of two people with a shed and a vision into a thriving local project inspiring residents in Girdlington and across Bradford to reduce waste and grow their own food and flowers. The project aims to improve the local environment, support health and wellbeing, and contribute to the city's wider efforts to address climate change.

Located behind St Philip's Church, the composting site now includes 11 bins and serves around 20–30 households who regularly contribute their compostable waste. The team has produced its first batches of compost, which are already being used by local growers on fruit, vegetables, and flowers. Collections have also been established from three schools, two churches, and one nursery, creating a network of community participants actively engaged in sustainable waste management.

In addition to composting, Hayat Compost has delivered educational workshops, assemblies, and science sessions in five Bradford schools, raising awareness of food systems, waste reduction, and the benefits of composting.

- The project's success reflects strong community engagement and collaboration. The enthusiasm of local residents and the continued support of the Bradford Food Strategy Group have been vital in driving this initiative forward and embedding sustainable practices across the area.

<https://mylivingwell.co.uk/projects/bradford-sustainable-food-partnership/>

