

OUR IMPACT IN 2023



LIVERPOOL'S
**GOOD
FOOD
PLAN**

#goodfoodforall

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Executive Summary

We want to live in a city where everyone can eat good food.

Liverpool's Good Food Plan addresses key issues related to the food we eat in Liverpool. This includes food insecurity, access to and take-up of healthy, nutritious food, the impact the food we eat is having on our planet, and the practices by which the food we eat is produced.

The five goals of the action plan were identified and developed by residents and organisations across Liverpool, before it was formally launched in October 2021.

Goal 1 Good Food at points of crisis

Goal 2 Uncovering the true scale of food insecurity

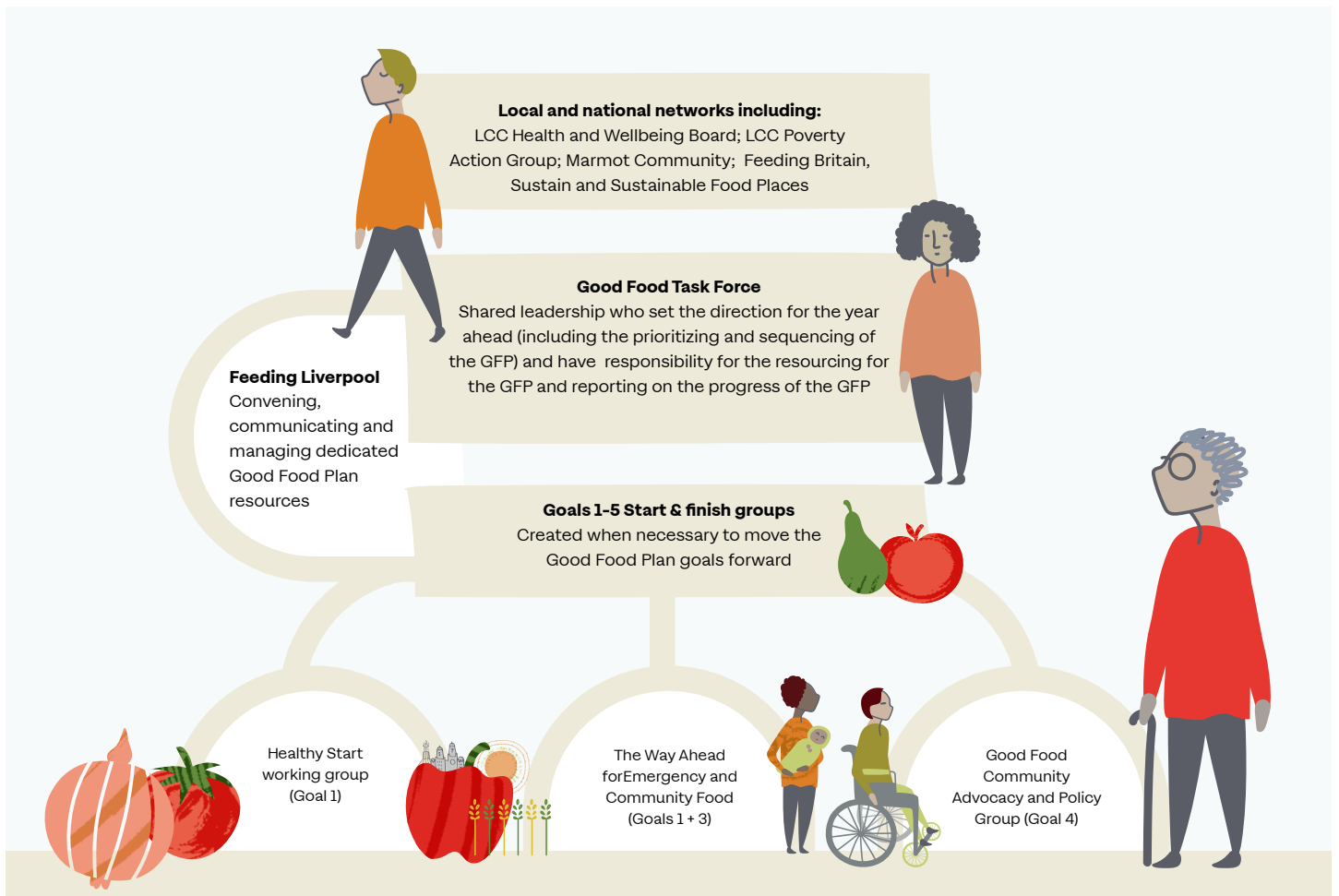
Goal 3 Enabling food citizenship

Goal 4 Shifting policy and practice

Goal 5 Connecting the Community

The Good Food Plan connects to and builds on existing work in the city including Liverpool's City Plan, Liverpool's Pandemic Pledges, the work of Liverpool City Council's Poverty Action Group, Liverpool's Healthy Weight Declaration and Liverpool's Marmot Community.

This report shares the progress made in 2023 towards the goals of the Good Food Plan.



Highlights of 2023

Goal 1: Good Food at Points of Crisis

- £4,865,000 of support via supermarket vouchers was given to families identified as at risk of food insecurity during the school holidays.
- 115 community providers provided 387,000 meals for over 14,000 children and young people through Liverpool's Holiday Activity and Food Programme and Eat to Meet half term playscheme provision.
- Over 7,723 emergency foodbank parcels were boosted with fresh produce through the Winter Boost Project.
- 61 people trained as Community Healthy Start Champions. Overall uptake of the Healthy Start in Liverpool increased from 65% in January to 76% in December.
- The Queen of Greens mobile greengrocer was visited over 13,720 times this year.
- £1,056,000 of the Household Support Fund was given to 74 organisations, who provide food support across 109 sites including foodbanks, food pantries and community markets.
- 98% of food support organisations are now offering at least one form of 'wrap around support' for people who use their services. Over 40% of food support spaces co-locate money and debt advice, and/or welfare and benefits advice services at their food spaces.

Goal 2: Uncovering the true scale of food insecurity

- Food insecurity questions were included for the first time within Liverpool City Council's Residents Survey.

Goal 3: Enabling food citizenship

- Good Food; Our Food, photo exhibition was launched to celebrate stories of what good food means to cultural communities across Liverpool. The exhibition has already toured seven venues.
- Over 60 organisations operate community pantries, growing spaces, community markets or community shops and 41 organisations host regular community meals.
- 30 community leaders were trained to deliver the Fed-Up cooking course.
- BiteBack 2030's Liverpool Youth Board launched a powerful campaign highlighting how junk food advertisers target young people.
- 31 young people engaged with food citizenship workshops.

Goal 4 Shifting policy and practice

- Local people played key roles in national campaigns for Free School Meals for All and the Right to Food.
- Save Kids from Sugar campaign updated and school resources launched to support healthy eating.
- Healthy Weight Grant Programme awarded over £500,000 to voluntary sector organisations to support healthy weight and wellbeing.
- 74 food support organisations committed to follow the Good Food Procurement Principles.

Goal 5 Connecting the Community

- Liverpool Food Growers Network hosted 23 events enabling volunteers from the growing projects to meet each other and tour their sites.
- 160 people attended six Good Food events, sharing their expertise with each other through presentations, round table discussions and informal networking sessions.
- A new Good Food Plan working group: The Way Ahead working group, was established to explore the long-term sustainability of emergency and community food support.



Sustainable Food Places Bronze Award

In recognition of the work of Liverpool's Good Food Plan partnership work over the last three years, we are delighted to have been awarded a Sustainable Food Places Bronze award. This Sustainable Food Places Award is a national, evidence-based recognition and celebration of places taking a joined-up, holistic approach to sustainable and healthy food. Awardees have demonstrated activity and impact across their food system by the food partnership and their stakeholders to create a local 'Good Food Movement'.

The Bronze Award recognizes the Good Food Plan partnership's work to promote healthy, sustainable and local food, and to take on some of today's greatest social challenges, from food poverty and diet-related ill-health, to tackling the climate emergency and the loss of independent food retailers. The awards panel highlighted Liverpool's exemplary work in dealing with food poverty and diet-related ill-health, and its commitment to increasing access to affordable healthy food. They also praised the city's progress towards building a good food movement, involving diverse communities and people with experience of poverty.

“To receive this award is a wonderful achievement for Liverpool and highlights the progress being made towards our commitment to ensuring that Liverpool's residents have a right to food. Many challenges remain ahead but we will continue to build on this to ensure everyone in our city has access to healthy, nutritious, sustainable food.”

Liverpool City Council Leader Councillor, Liam Robinson



“We are really pleased to receive this prestigious award, showcasing the collaboration between Feeding Liverpool, Liverpool City Council and partners to promote healthy, sustainable and local food. Each of us has a role to play to build a city where everyone can eat good food and this award demonstrates the progress the partnership has made towards achieving the Good Food Plan’s goals.”

Professor Matthew Ashton, Liverpool’s Director of Public Health

“Liverpool has shown just what can be achieved when creative and committed people work together to make healthy and sustainable food a defining characteristic of where they live. While there is still much to do and many challenges to overcome, Liverpool’s work through the Good Food Plan and food partnership Feeding Liverpool has helped to set a benchmark for other members of the UK Sustainable Food Places Network to follow. We look forward to working with them over the months and years ahead to continue to transform Liverpool’s food culture and food system for the better.”

Leon Ballin, Sustainable Food Places Programme Manager



Goal 1:

Good Food at Points of Crisis

We want to ensure people in crisis get access to good food quickly and easily.

In 2023, Good Food Plan Partners worked towards three key priorities under this goal:

1. Improving access to good food for people at risk of food insecurity
2. Enabling the food support sector to maintain and develop their services
3. Developing the support available at food support spaces to people in a crisis



Priority 1: Improving access to good food for people at risk of food insecurity

Good Food Plan partners have identified groups at risk of food insecurity and worked together to develop targeted interventions to improve their access to good food.

Residents accessing emergency food provision:

- Over 7,723 emergency foodbank parcels were boosted with fresh produce through the Winter Boost Project. Feeding Liverpool worked with five of their member organisations: St Andrew's Community Network, South Liverpool Foodbank, Micah Liverpool, New Beginnings Improving Lives CIC, and L6 Community Association to provide fresh produce to people needing emergency food support. Emergency foodbank parcels were boosted with locally sourced fruit, vegetables and eggs from January to March. This supported the health of households in a crisis during the Winter months. The Winter Boost Project has been renewed and expanded for Winter 2023/2024 to include The Whitechapel Centre, the leading homeless and housing charity in Liverpool, alongside the five foodbank networks.

Pregnant women and families with young children:

- The **Healthy Start Scheme** is an NHS means-tested benefit available to pregnant women and families with young children. 1 in 3 eligible people are missing out on the scheme, which enables households to purchase healthy food. In January, Good Food Plan partners established a Healthy Start steering group, led by Public Health Liverpool. They developed a programme of work to increase awareness of the scheme, including a successful coordinated promotional campaign across all partner organisations which resulted in over 1000 social media engagements. Feeding Liverpool trained an additional 61 new Community Healthy Start Champions, bringing the total number of champions to 187. Six months after the training, they asked our champions how they have put what they learnt into action: 69% now support people to register for the scheme; an increase from 44% prior to the training. 81% talk about the Healthy Start with pregnant women and families and 81% now display information about scheme. Together the champions have supported over 135 people to apply for the Healthy Start scheme. Overall uptake of the Healthy Start in Liverpool increased from 65% in January to 76% in December.
- 379 families with young children have been supported with Rose Vouchers, for fruit and vegetables, through the **Alexandra Rose Charity**. Families are identified via Children's Centers and redeem their vouchers on the Queen of Greens mobile greengrocer. £61,405 of Rose Vouchers were spent on fresh produce this year, supporting the health of families at risk of food insecurity.



- Good Food Partners developed the **Healthy Boost Project** to provide targeted support for families with young children who would not usually be eligible for the NHS Healthy Start Scheme. This includes families with No Recourse to Public Funds and families who are just above the income threshold for the NHS scheme. Through the project, which began in November, the Rose vouchers have been extended to five new centres: Anfield Children’s Centre, Asylum Link Merseyside, Everton Nursery School and Family Centre, Merseyside Refugee Support Network and Refugee Women Connect. 58 families are already engaging with the project, with this expected to rise to 285 families in 2024.

Children and young people:

- Merseyside Play Action Council oversaw the growth and development of Liverpool’s **Holiday Activities and Food Programme** and Eat to Meet half term playscheme provision. This provision provides healthy food and activities for children and young people during the school holidays who would usually be in receipt of benefit-related free school meals. 115 community providers provided 387,000 meals for over 14,000 children and young people across the year.
- Liverpool City Council provided £4,865,000 of support via **supermarket vouchers** for families identified as at risk of food insecurity during the school holidays. This included 25,000 families whose children would usually receive benefits-related free school meals, 3,000 families with children aged two who are eligible for free childcare provision, and 7,000 families identified through Children’s Centres, Children’s Social Care and Early Help teams.
- Through the Healthy Boost Project, Feeding Liverpool is working with **Kinship Carers Liverpool** and The Big Help Project to provide fruit and vegetables bags for families which include children and young people who are cared for by kinship carers. This project began in December and will run to May 2024. It is expected to provide regular support for 40-50 kinship carers households.

“We recently had a client visit one of our centres needing food for him and his young child, for whom he has custody each weekend. He has no access to the child benefit paid to his ex-partner and is also awaiting a decision on an appeal for a health-related benefit for himself. He was really happy to receive the fresh fruit and vegetables provided as part of the Winter Boost project alongside the foodbank parcel, because he has been trying to involve his child in simple healthy cooking activities at the weekend when funds allow. He was particularly chuffed when we were able to give him a pack of eggs, in response showing us a short video of the child helping to prepare his favourite lunch of scrambled eggs earlier in the year!”

South Liverpool Foodbank, Winter Boost Project Partner

“I went to my local children’s center to sign my son up to the groups at the center and was told about the Alexandra Rose vouchers. Now I collect them every week and go straight to Queen of Greens fruit & veg van. Having the vouchers has given my family better variety in our diet and helped us eat more healthily. Rather than giving my baby sugary snacks, I can offer him fruit. The vouchers are also making a big difference in the food we’re buying. When I was buying my fruit from the supermarket, I would just buy oranges, apples and bananas, but on the van, there’s loads of variety to choose from and always something to try. Alexandra Rose vouchers are a godsend. They’re absolutely brilliant.”

Mum who receives Rose vouchers

Spotlight Project: The Queen of Greens

The Queen of Greens brings affordable fresh fruit and vegetables into the heart of communities. Operated by Good Food Plan Partners Feeding Liverpool and Alchemic Kitchen CIC – a Global Feedback project, the mobile greengrocer visits 23 stops each week including health centres, hospitals, children’s centres and community venues providing people with better opportunities to shop for nutritious food closer to their home or workplace. Customers can pay for their shopping with their Healthy Start cards or Rose vouchers, as well as cash or card.

The development of the Queen of Greens mobile greengrocer has improved access to good food across Liverpool and Knowsley:

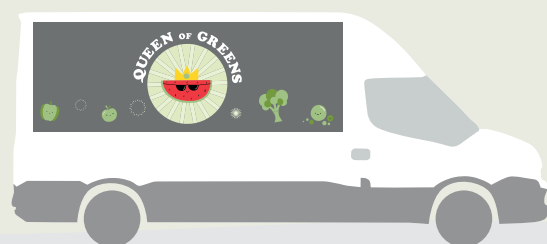
- Over 250 families visit the bus each week to access high quality, affordable fresh fruit and vegetables.
- The bus has been visited over 13,720 times this year.
- New stops have been added to the route to particularly support refugees and asylum seekers, and families with young children as part of the Healthy Boost project.



The Queen of Greens will be expanding in 2024 to include additional stops, particularly targeting neighbourhoods classed as ‘food deserts’, where residents have to travel more than a kilometre or walk 15 minutes to reach a supermarket selling ‘green’ produce.

“The Queen of Greens Bus really helps because it stops me from having to carry my shopping home from the town centre, which can be quite heavy. I don’t normally buy fruit and vegetables, but I’m encouraged to eat more with the bus on my doorstep. It also really brings the community together.”

Queen of Greens customer



Priority 2: Enabling the food support sector to maintain and develop their services

Emergency and community food providers have continued to see a rise in demand for their services at a time where for many food support organisations access to surplus food and donations has become more challenging.

The Good Food Plan taskforce identified the risk to the ongoing sustainability and development of emergency and community food provision in the city and supported the sector through a variety of targeted interventions.

- Feeding Liverpool, with support from Citizens Advice Liverpool, distributed £1,056,000 of the **Household Support Fund** to 74 organisations, who provide food support across 109 sites including foodbanks, food pantries and community markets. The funding enabled food support organisations to continue, or where possible enhance, their existing emergency and community food provision. Together, these 74 organisations distribute over 2100 emergency food parcels, support over 5000 community food space visits, and offer over 2200 community meals every week.
- Feeding Liverpool in partnership with Feeding Britain secured £64,500 from the **Duchy of Lancaster Benevolent Fund** to support 43 community organisations who run community food spaces. Coordinating one application across multiple organisations saved community organisations valuable time, enabling them to focus on providing good food to households experiencing a crisis.
- The Florence Institute (The Florrie) hosted **Liverpool Food Aid**. Over 2000 people attended Liverpool Food Aid music festival, enjoying good music and learning more about how they can tackle food insecurity in the city. With support from Feeding Liverpool and local community organisations, Liverpool Food Aid raised £20,000 for community food spaces across Liverpool.
- A new Good Food Plan working group: **The Way Ahead working group**, has been established to explore the long-term sustainability of emergency and community food support. Feeding Liverpool has received funding from Feeding Britain to develop this piece of work in 2024.



“We have been able to open our doors on additional days to welcome the community with a hot meal and room that they may not be able to afford at home”

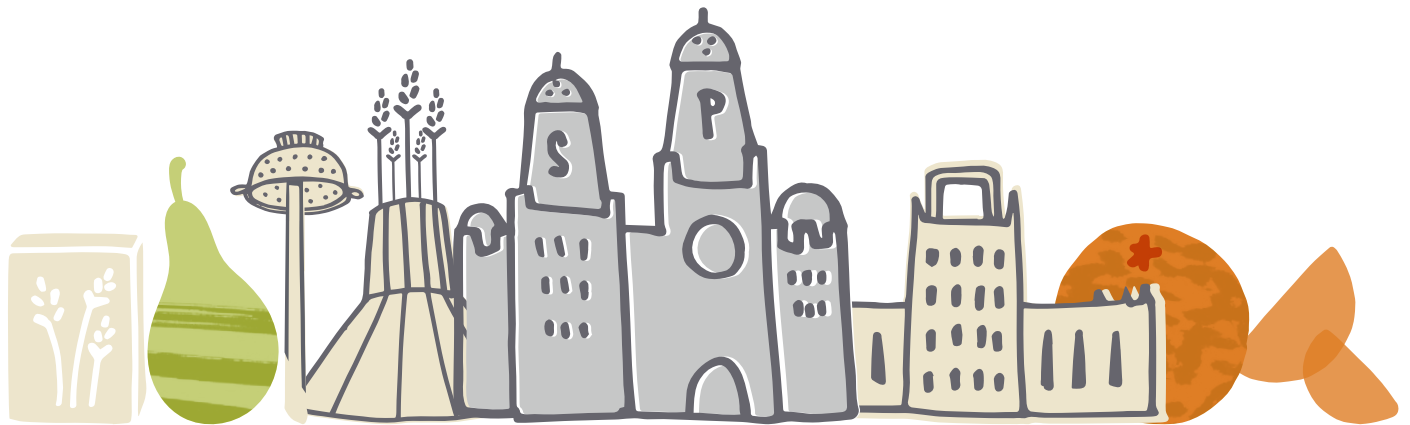
Kensington Fields Community Association

“We can now support a wider range of people in the community and signpost them to other services”

Norris Green Community Alliance

“Through the funding we have extended our offer to be able to supply meat, vegetarian and dairy products alongside our typical offer. We have helped a single mom with a three-year-old child; she was working part-time in McDonalds but was struggling both emotionally and financially. She often went without meals so that her child could eat, which severely affected her mental health. Although she was reluctant to initially attend the food pantry as she saw it as a ‘handout’, she came round once it was explained to her that she could pay a set amount and choose her own items. She now visits weekly and volunteers when we are short-staffed – both of which have had a positive impact on her mental health”

The Joseph Lappin Centre



Priority 3: Developing the support available at food spaces for people in a crisis

We want to ensure that additional support, beyond food, is available at food spaces people for experiencing a crisis, that this support is easily accessible and that it addresses the causes of the crisis.

98% of food support organisations offer at least one form of ‘wrap around support’ for people who use their services.

Wrap around activity	Organisations with wrap around activity
Signposting to support organisations	87%
Hospitality (serves teas and coffees)	83%
Social Clubs	68%
Healthy Eating Support	56%
Mental Health Support	55%
Exercise Classes	46%
Cooking Classes	44%
Money and Debt Advice	43%
Welfare and Benefits Advice	41%
Housing Support	34%
Energy Support	33%

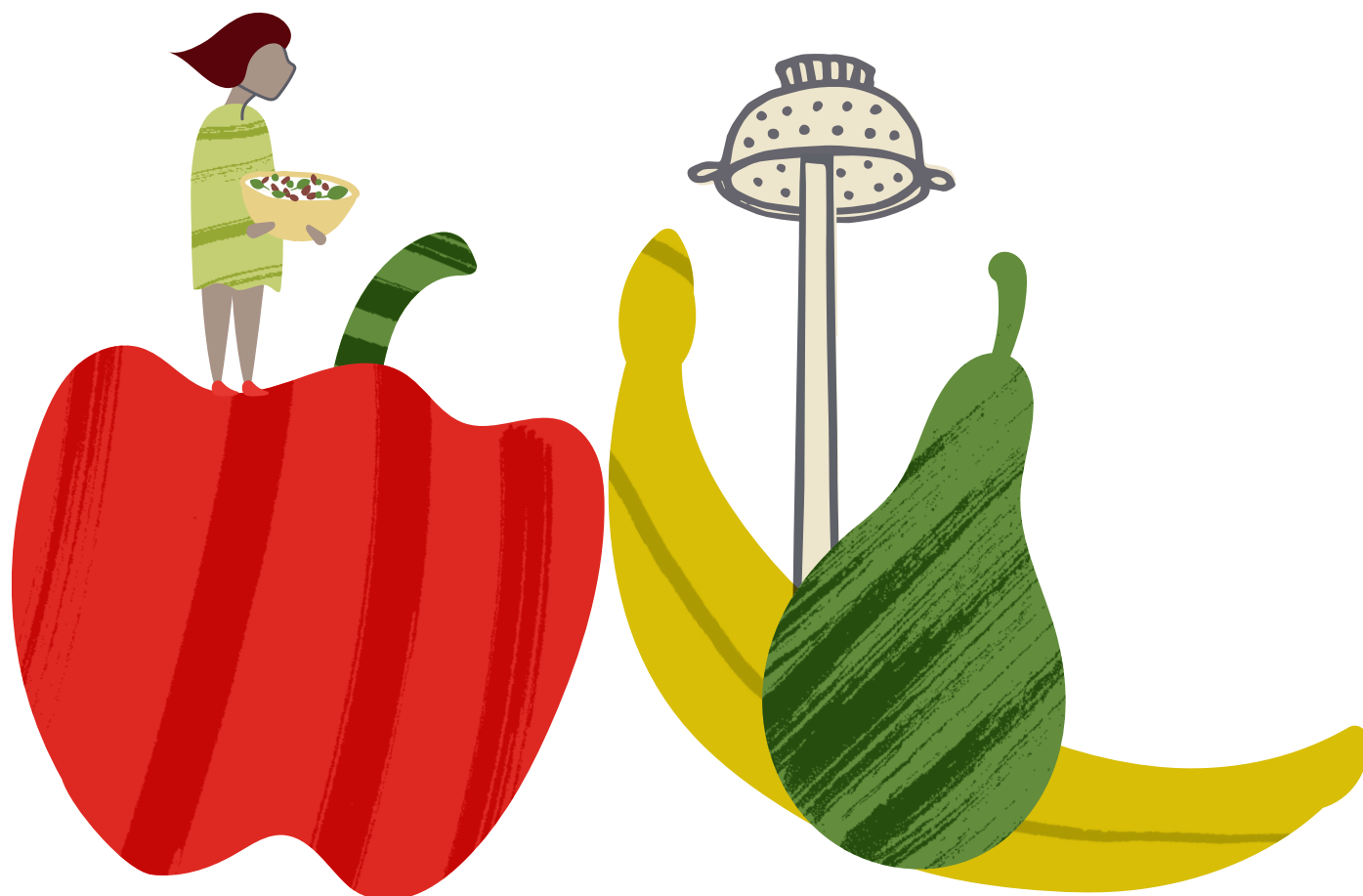
*Out of 90 organisations that responded to Feeding Liverpool survey Good Food Plan Partners have sought to develop and extend this support in 2023.

- Feeding Liverpool and the University of Liverpool School of Law and Social Justice placed twelve law students in foodbanks and food pantries to offer **welfare and employment rights advice** in March and April. Students offered 200 hours of advice at ASK Food Pantry, Christ Church Anfield Food Bank, Liverpool Lighthouse, Congolese Association Merseyside, The Drive food Club and Vauxhall Food Pantry. Foodbank users and food pantry members were supported to identify and address issues concerning employment rights, debt, and benefits and welfare concerns leading to referrals to money and debt advice agencies and benefits maximization checks. This work has helped address some of the root causes of why families needed food aid. Due to the success of this pilot programme, The University of Liverpool has agreed to extend and renew this partnership into 2024.

- Feeding Liverpool has been working with Everton and Anfield Primary Health Care Network to pilot co-locating **social prescribers** in three food pantries; Holy Trinity Anfield Pantry, St Georges Pantry Everton and Liverpool Lighthouse. Social prescribing provision is already available at several other community food spaces in the city.
- **Community Healthy Start Champions** volunteer at emergency and community food support spaces. They support pregnant women and families with young children to apply for the NHS benefit.
- Over 40% of food support spaces **co-locate money and debt advice**, and/or welfare and benefits advice services at their food spaces.

“In 2023 we launched Money Angels. Money Angels are volunteers, ideally who already volunteer in a food setting, who receive training to enable them to hold discussions about money in that setting. Each Money Angel is equipped with knowledge, understanding and a mobile device that enables them to refer anyone they speak to who needs specialist advice into our central advice teams. So far there are 19 ‘Money Angels’ operating in eight of St Andrews Community Network’s foodbanks, four pantries and one partner food hub. They have referred 98 people for specialist advice. This advice has been a mixture of welfare benefits, debt advice and generalist signposting for other support.”

St Andrews Community Network



Goal 2:

Uncovering the true scale of food insecurity

We want to better understand and document the scale and experiences of food insecurity, to enable Good Food Plan partners to develop data-driven interventions.

In 2023, Good Food Plan Partners worked towards two key priorities under this goal:

1. Establishing ways to monitor levels of food support
2. Quantifying food insecurity at a local authority level



Priority 1: Establishing ways to monitor levels of food support

Feeding Liverpool has established **regular monitoring systems** to track the levels of crisis food support (e.g. emergency food parcels, foodbanks) and community food support (e.g. food pantries, community markets, community shops, community meals) in Liverpool. This enables Good Food Plan partners to identify and respond to any gaps in provision.

Priority 2: Quantifying food insecurity at a local authority level

Liverpool City Council and Feeding Liverpool have been working with the **'Food Insecurity monitoring at the Local Level Consortium'**, led by the University of Liverpool, to develop a local authority level measurement for food insecurity. As a result, food insecurity questions were included for the first time within Liverpool City Council's Residents Survey in the summer of 2023. This baseline survey has provided a clearer understanding of the scale of food insecurity in Liverpool. Targeted surveying of Liverpool's food deserts will be conducted in 2024 as part of this research project.

Liverpool's Poverty Action Group are developing a **Household Stress Dashboard** which includes local indicators for food security including the number of children and young people receiving Free School Meals, uptake levels of The Healthy Start Scheme and tracks the levels of food support in Liverpool. This will be available in 2024.



Goal 3:

Enabling food citizenship

We want to enable people to have the power, voice, resources and motivation to shape their local food environments and the food system as a whole.

In 2023, Good Food Plan Partners worked towards four key priorities under this goal:

1. Sharing and celebrating good food stories from communities across the city
2. Providing more opportunities for people to learn about and enjoy good food
3. Equipping local people to campaign towards Good Food for All
4. Supporting young people as 'food citizens'



Priority 1: Sharing and celebrating good food stories from communities across the city

Over 200 people joined the launch of Good Food; Our Food, a **photo exhibition** which shares powerful stories of what good food means to cultural communities across Liverpool. This exhibition has been developed through two years of listening to and working with communities across the city, exploring the question “what does good food mean to you?”.

The exhibition, developed by Feeding Liverpool with local photographer Emma Case, showcases photos and stories from individuals and families within local communities, including members of Pakistan Association Liverpool, Chinese Wellbeing, Refugee Women Connect, Merseyside Polonia, Liverpool Irish Centre, and Irish Community Care. It shares how the traditions surrounding cultural food are important to wellbeing through our sense of shared identity, community, and heritage.

The launch of the exhibition in May included community stalls, a cooking demonstration run by members of the Ukrainian community and a choral piece by members of Chinese Wellbeing. This event encouraged community cohesion through bringing together and celebrating cultural communities across our city. To date, the exhibition has **toured seven community venues** providing people from all walks of life the opportunity to engage with art and learn about and celebrate the different traditions and cultures surrounding good food. The exhibition will continue its tour in 2024.

“We are incredibly honoured to partner with Feeding Liverpool and Emma Case on the launch of Good Food; Our Food. Having access to culturally appropriate food is a necessity shared between all community members, universal to their country of origin. We are pleased that together we can support and advocate for wider community groups who found home here in Liverpool and Merseyside. We are such a welcoming city and this event is all about Scouse hospitality and all of our neighbours who chose this city to call home.”

Dagmara Wojciechowicz, Merseyside Polonia

Priority 2: Providing more opportunities for people to learn about and enjoy good food together

The Good Food Plan is born from the belief that together we can create a city where everyone can eat Good Food, no matter who they are and where they live. Good Food Plan partners have continued to provide opportunities for more people to learn about and enjoy good food together.

- There has been continued growth, development and innovation of the **community food spaces sector** in Liverpool, with over 60 organisations now operating community pantries, growing spaces, community markets or community shops and 41 organisations hosting regular community meals. These community food spaces build local communities around good food, provide opportunities for volunteering, encourage and enable people to eat healthily and often help reduce the amount households spend on food.
- Good Food Plan partners continue to **work within schools** to support and encourage healthy eating. Farm Urban's education work 'Routes and Shoots', has reached over 55,000 students in 45 schools across the Liverpool City Region and Wales. Food for Thought provides outdoor learning and cookery workshops for their 90 member schools.
- Alchemic Kitchen CIC, Feeding Liverpool and chef Adam Franklin have trained 30 more community leaders to deliver **Fed Up cooking** courses in their communities. There are now 58 Fed Up community trainers who have delivered 38 courses. These courses have supported over 300 people to make delicious, nutritious, low-maintenance food on a budget, try new foods, make new friends and save energy. Alchemic Kitchen CIC have also run disco chop sessions to inspire the public to engage creatively with food.
- Everton in the Community and Feeding Liverpool sponsored Conal Studio's show garden 'Brickyard: Eat, Cook, Grow' at the RHS Flower Show Tatton Park to promote the vision behind the Good Food Plan, showcasing **inner-city urban growing** to members of the public. Over 100,000 visitors attended the show, where Brickyard won three awards: RHS Gold Medal; Best Slim Space and Terrace show garden and The People's Choice Award. Liverpool-based organisations Faiths4Change and Myerscough College also supported a show garden as part of the Northern Star show Garden. In August, Brickyard Garden was relocated to Everton in the Community's The People's Place where it provides a base for people to engage with sustainable urban food growing.

Priority 3: Equipping local people to campaign towards Good Food for All

We believe that everyone should be able to shape both local and national food systems. This year, Good Food Plan partners have supported residents to engage with campaigns that promote Good Food for All.

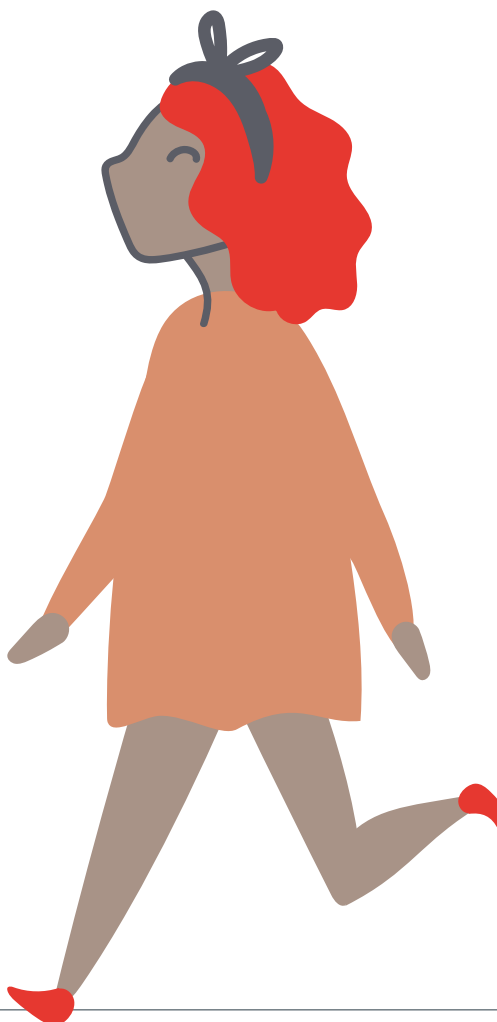
- In June, Good Food Plan partners facilitated local action as part of the No Child Left Behind campaign week advocating for **Free School Meals for All**. Feeding Liverpool organized parent forums and pantry dinner plate activities, culminating in a demonstration by pupils at Monksdown Primary School with local MP and Right to Food campaigner Ian Byrne. This received national media coverage, with pupils on the front page of the Daily Mirror, and later interviewed on ITV Breakfast. Two of Feeding Liverpool's Food Justice campaigners attended the Downing Street letter hand-in and oversaw the delivery of over 60 letters written by pupils of Monksdown Primary School.
- Fans Supporting Foodbanks have consistently raised public awareness about poor access to good food through the media, social media, and football fan grassroots. They founded the Right to Food campaign. In September, the Office of Ian Byrne MP coordinated a national Right to Food Week. Fans Supporting Foodbanks and Feeding Liverpool supported local people to engage with the week of action, including through organising banner making sessions at pantries in the lead up to the Right to Food Hunger March.
- Feeding Liverpool hosted three community meals within food pantries to provide opportunities for pantry members to meet one another, identify issues with local and national food systems and begin to develop activities and actions to address them. This has led to the development of a local Free School Meal campaign group and the launch of the **Food Ambassador** drive: seeking passionate individuals to become advocates for Good Food in their communities. In 2024, Feeding Liverpool will work together with Food Ambassadors to identify barriers to accessing good food, understand problems or representational issues in their areas and communities, and engage the public and stakeholders in tackling these issues.



Priority 4: Supporting young people as ‘food citizens’

We want to support young people to confidently use their voices to shape local food environments and the food system as a whole.

- BiteBack 2030 established a **Liverpool Youth Board** in September 2022. This year, youth board members worked with the University of Liverpool to develop a series of short videos highlighting how junk food advertisers target young people.
- Feeding Liverpool hosted **workshops with young people** to explore themes of food citizenship and develop young people’s confidence to use their voice to speak out for change. The workshops provided young people with the opportunity to explore what ‘good food’ means to them, identify the barriers they face in accessing good food, and articulate how they would like food systems to change in the future. 31 young people aged 8-15 from four Holiday Activities and Food Programme providers, Al-Ghazali Centre, Croxteth Gems, Central Youth Club and Walton Youth and Community Project, attended workshops throughout the summer. Through photography, collage, and cooking, the young people produced their own definitions of what Good Food means to them. They were taught photography skills to document their Good Food activities and created their own demands to improve our food systems. The young people were supported to become more politically aware and engaged in issues of social justice related to food security. Through the workshops they produced a collection of photographs, collages and artworks which will be available for display as part of the touring Good Food; Our Food photo exhibition.



Goal 4:

Shifting policy and practice

We want to shift policy and practice to enable 'Good Food' to flourish.

In 2023, Good Food Plan Partners worked towards two key priorities under this goal:

1. Creating a city-wide culture that promotes healthy eating
2. Establishing and embedding good food procurement principles



Priority 1: Creating a city-wide culture that promotes healthy eating

Good Food Plan partners have developed new campaigns and ways of working which encourage and promote healthy eating.

- Food Active and Liverpool City Council piloted **Sugar Detectives** in August. This utilised the council's staff volunteer days to promote good oral health and healthier eating to children aged 5-9 years old through Liverpool's Holiday Activities and Food Programme.
- Liverpool City Council Public Health launched the **Save Kids from Sugar** campaign in September, aimed at helping parents reduce the amount of sugar their children consume. The campaign, promoted across Health partner venues, highlights the amount of sugar in popular breakfast cereals, drinks and snacks. Parents can log on to the website and calculate how much sugar their children are consuming each day and get tips on healthier breakfasts.
- Liverpool City Council Public Health, Alder Hey NHS Foundation and Liverpool Charity and Voluntary Services created the **Healthy Weight Grant Programme** for the voluntary, community and faith sector in Liverpool. In May 2023, over £500,000 was awarded to seven organisations to develop projects which reduce excess weight and improve mental health, wellbeing and resilience amongst children and families.
- Several NHS Trusts in Liverpool (Alder Hey Children's NHS Foundation Trust, Liverpool Heart and Chest NHS Foundation Trust; Mersey Care NHS Foundation Trust and The Walton Centre NHS Foundation Trust) have signed up to the [Cheshire & Merseyside NHS Prevention Pledge](#) committing Trusts to ensure healthy food is available for staff and patients. These Trusts have developed action plans to deliver their pledges and are working with Food Active to develop a healthier vending machines approach.
- Through **Cheshire and Merseyside's Green Plan**, every Trust has also committed to increase Plant-Based Meal Options. Several Trusts have introduced plant-based meal options for staff, patients, and visitors (at least 20% of all hot/cold plates available as a minimum) and host 'meat free Monday' events and 'virtual veggie lunches'.
- Liverpool Football Club worked with their Partner Quorn in the 2022/23 season to encourage fans to try a plant-based diet; providing new opportunities for supporters to choose from vegetarian and vegan foods on matchdays, while also working with the club's nutrition team to extend choice of healthy protein amongst its playing staff.
- Liverpool City Council provided support to **National Vegetarian Week 2023**, being listed as a partner on the Vegetarian Society website. Promotion on social media and a blog written by a Liverpool City Council staff member was shared internally to encourage staff to go veggie, whether for a few months, one week, or just one meal.

Priority 2: Establishing and embedding good food procurement principles

Creating a vibrant, prosperous and sustainable local food economy is at the heart of the Good Food Plan.

This year, the Good Food taskforce has developed three [Good Food Procurement Principles](#):

1. **Buy local and independent:** This means supporting ‘short supply chains’ – which both reduce the carbon footprint of products and ensure this funding supports the local economy.
2. **Support organisations that enable fair employment:** Purchase from suppliers who pay their workers at least the Real Living Wage.
3. **Encourage good health and wellbeing:** Prioritise purchasing food which encourages good health and wellbeing, supporting people to eat a healthy, balanced diet.

Good Food Plan partners have embedded these principles in their ways of working.

- Liverpool City Council became one of 50 organisations to achieve ‘Aspiring’ membership for the **Fair Employment Charter**, an initiative led by the Liverpool City Region Combined Authority, to recognise good employers who pay the Real Living Wage, provide opportunities for staff to develop and progress and avoid insecure work and zero-hour contracts.
- All six of Feeding Liverpool’s **Good Food Plan events** were catered by local, independent food businesses.
- Through Cheshire and Merseyside’s [Green Plan](#), NHS Trusts committed to use seasonal ingredients from locally sourced supply bases, and work with regional partners to identify opportunities for local and small to medium-sized enterprise food producers.
- 74 **food support organisations** committed to follow the Good Food Procurement Principles. 21 organisations shared how they have already put the principles into action with several organisations switching from national retailers to local suppliers. For example, Kensington Fields Community Association used the funding to source milk, eggs and cheese from local supplier Harrison’s Dairy for their food pantry, and Riverside Learning & Education Centre sourced fruit and vegetables from the Queen of Green’s for their community food space.

Goal 5:

Connecting the Communities

We want to bring together communities of people and organisations that have a part to play in achieving Good Food for All.

In 2023, Good Food Plan Partners worked towards the following key priority under this goal:

1. A more connected and coordinated good food sector in Liverpool



Priority 1: A more connected and coordinated good food sector in Liverpool

This year has seen the growth of local good food networks which connect and support organisations working towards Good Food for All.

- **Liverpool Food Growers Network** (LFGN), which was set up in 2022 to provide a network for community food growing spaces across the Liverpool City Region to connect with each other, provide peer mentoring and share assets and resources, has grown to include 31 members. LFGN has delivered 23 events enabling volunteers from the growing projects to meet each other and tour their sites.
- **Feeding Liverpool**, the city's food alliance, continues to grow and develop. They now have 74 member organisations. Feeding Liverpool continued to facilitate the Emergency Food Network, which meets quarterly and provides a space for food support organisations to share best practice. They also hosted six Good Food events attended by 160 individuals from 64 different organisations, sharing their expertise with each other through presentations, round table discussions and informal networking sessions. For example, Growing in the Community, co-hosted with Liverpool Food Growers Network, was attended by 30 people looking to meet community growers and find out how they can establish and develop their own community food growing projects.
- Feeding Liverpool provided **resources** to improve coordination and communication across the food support sector. For example, the [Community Food Spaces map](#) was viewed over 8,800 times by 5,100 people in 2023. The map contains the locations, opening hours and descriptions of 61 community food spaces in Liverpool. Feeding Liverpool coordinated information about [Christmas Food Support](#) to signpost organisations and residents to information about the food support available over the Christmas period. They also developed resources for organisations offering food support, including a van safety checklist for mobile pantries and food allergy posters.
- **Liverpool Food Network** is a dedicated network for food suppliers and independent hospitality businesses across the region. They have grown to include over 200 local businesses since their formation in 2021.
- [Liverpool BID Company](#) continue to create a number of marketing campaigns to support and connect the **local food economy** including: [TOWN Everyday](#), [Everyone.](#), [Liverpool](#), [The Festive Night Out](#) which direct customers, footfall and spend to local food businesses.
- The [Vegi App](#) launched to connect and enable local independent businesses who sell plant-based products to reach the growing segment of sustainably minded customers. The platform is in the testing phase, using independent business Purple Carrot as its flagship organisation. There are 10-15 local businesses on the waiting list once the pilot phase is complete.

With over 300 organisations connected to and working towards the aims of Liverpool's Good Food Plan, this report cannot share all that has happened this year but, we hope, offers a glimpse into the work across the city. It has been compiled by the Good Food Taskforce with support from Feeding Liverpool.

We would like to extend our thanks to the residents and organisations working towards creating a city where everyone can eat good food.

Learn more about Liverpool's Good Food Plan:

www.feedingliverpool.org/goodfoodplan/

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