

# Campaign Pack



# Good Food for all



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# 1.

## About the Campaign

### What is Liverpool's Good Food Plan?

Liverpool's 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.

We believe that we can not only reduce the growing levels of hunger and food insecurity in Liverpool, but that we can change our food system to become a true 'Good Food City'.

Good Food means different things to different people. We want communities in the city to define what a Good Food City is, and bring that vision to reality together.

Alongside long term planning we will act quickly when it comes to hunger and food insecurity, which have become more widespread than ever through the pandemic.

The food we eat impacts on our wellbeing and the wellbeing of our planet and to thrive as a city, we need to ensure that everyone in the city can access good food.

The Good Food Plan will bring together a community of people and organisations interested in achieving good food for all, many of whom are already doing amazing work in our communities.

Our city has a proud track record of working together to support each other and our history is marked with invention. It's time for us to define what it means to be a Good Food City, and make it happen. We have the will, we have the ideas, we have the talent, and we have the people power...now what we need is a plan to harness it.

The Good Food Plan will be an evolving plan and a living document, owned by the people and organisations of this city.



## 2.

# What are the objectives of this phase of the campaign?

**With your support, we are aiming to:**

- Raise awareness of what the Good Food Plan is and what it will achieve for the city.
- Share content of the plan i.e. findings of the work that's been done so far (listening, evidence, mapping) and the goals and priorities that have surfaced as a result
- Build an engaged community around the Good Food Plan who will contribute to realising the vision of Liverpool as a 'Good Food City' in the future.



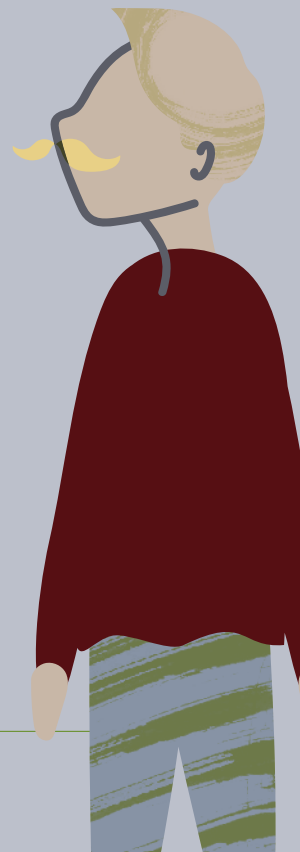
### 3.

## Ways you can support the campaign

Our aim is to involve as wide a network as possible in this process, and by encouraging your network to join the conversation, you will be contributing to the success of the Good Food Plan. In this first phase, we would particularly like to engage people in our network and in the content of the plan. For example, you could support us by taking the following actions:

- Follow the Good Food Plan accounts:  
[Instagram](#) & [Facebook](#) @goodfoodliverpool  
[Twitter](#) @goodfoodlpool
- Share our Social Media accounts with your followers & encourage them to follow us.
- Publish our press release on your platforms (this could be on your website, or in e-newsletters). If you prefer, you can link to the story on our website [here](#).
- Share our graphic assets on social media, with the suggested copy below
- Use the hashtag **#GoodFoodLiverpool** to join the conversation
- Engage with our content (we will be posting questions, videos, etc). For example, we will be posting weekly prompts / questions that you could comment on and share with your audiences.
- Download & print our poster and display it in your venue [here](#).
- Join the Good Food Plan movement by signing up for regular updates at [Feeding Liverpool Sign Up Form](#) and encourage your network to do so.
- Attend our Good Food Plan Launch Event on Thursday 7 October from 10am. You can book [here](#)

Further details below:



# Good Food Plan Launch Event

Thank you so much for your involvement in this first phase of Liverpool's Good Food Plan – hundreds of residents and organisations have worked together over the last 9 months to start this journey towards creating a city where everyone can eat good food.

We are delighted to invite you to join us for the media launch of the plan on **Thursday 7th October 10am at St George's Church, Everton L5 3QG.**

This will be a small-scale invitational event to thank those who have been involved in the first phase, introduce the content of the plan and take a group photo on top of Everton Park with a banner made by residents in the city calling for GOOD FOOD FOR ALL.

The running order of the event will be as follows:

- |         |   |
|---------|---|
| 10am    | Teas and coffees on arrival and a chance to view and make some Good Food Plan artwork   |
| 10.15   | Thank Yous and introduction to the Good Food Plan including a screening of the Good Food Plan Launch video and animations.  |
| 10.45   | Walk to Everton Park and gather at the top of the steps for a photo by the Kitty Wilkinson bench  |
| 10.50   | Group Photo   |
| 11.00   | Event ends  |
| 11.00am | Media interviews with selected attendees in St George's Church or Everton Park (weather depending) If you would like to be involved in this element of the event please get in touch with Naomi on <a href="mailto:naomi@feedingliverpool.org">naomi@feedingliverpool.org</a> |

[You can book onto the Good Food Plan Launch event here](#)



# 4.

## Press Release / News Article

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Release date: 7 October 2021

### **Liverpool City launches ‘Good Food Plan’**

#### **City Residents invited to join the “Good Food Movement”**

Liverpool’s Food Insecurity Task Force today unveils Liverpool’s Good Food Plan, a strategy to create a city “where everyone can eat good food” and that will address key issues related to the food we eat in Liverpool.

Phase I of the Good Food Plan is about tackling the immediate and urgent challenges that the City is facing while building a framework and foundation to create real systemic change in the medium and long term.

32% of adults in Liverpool are food insecure, Liverpool is home to 3 of the 10 most economically deprived food deserts in England, only 12% of kids aged 11 to 18 eat their five-a-day (NDNS 2021) and a survey of the menus of 26% of nurseries in Liverpool found them all to be deficient in energy, carbohydrates, iron, and zinc.

Meanwhile, an estimated 140,000 tonnes of food is wasted in Liverpool City each year, producing approximately 368,000 tonnes of CO2 emissions each year, the equivalent of the CO2 produced by 80,033 cars in one year.

The Plan, to be launched today, addresses key issues including acute hunger; chronic food insecurity; access to and take-up of healthy, nutritious food; and the sustainability of food supply in Liverpool, and is focused around five goals:

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- **Goal 1: ‘Good Food’ at points of Crisis**  
We want to ensure people in crisis get access to ‘Good Food’ quickly and easily.
- **Goal 2: Uncovering the True Scale of Food Insecurity**  
We want to better understand and document the scale and experiences of food insecurity.
- **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.
- **Goal 4: Shifting Policy and Practice**  
We want to shift policy and practice to enable ‘Good Food’ to flourish.
- **Goal 5: Connecting the Community**  
We want to bring together a community of people and organisations that have a part to play in achieving good food for all.

The Good Food Plan delivers part of one of Liverpool City Council’s [‘Pandemic Pledges’](#), ‘Good Food, Warm Home’, announced in response to the Covid-19 pandemic. It also supports Liverpool’s [City Plan](#) vision to create a ‘thriving sustainable, fair city for everyone’. (Link is <https://cityplanliverpool.co.uk/>) and builds on the existing and ongoing work of the Poverty Action Group and Liverpool’s Healthy Weight Declaration.

Liverpool’s Food Insecurity Task Force said that it “sees this time as a pivotal moment in history; a time of significant change and challenge that also presents a rare opportunity to define what ‘Good Food’ means to us.”

The Good Food Plan will be an evolving plan and a living document, owned by the people and organisations of the city and informed by real time action and reflection. The group is proposing a fundamentally different approach that shifts power to people and communities to create real change by:

- Considering equity, diversity and inclusion in everything we do
- Balancing immediate relief with addressing the root causes of food insecurity
- Unlocking the power of people and enabling citizens to have their voice heard
- Learning, adapting and innovating as we go
- Making information, data, stories and best practice accessible
- Challenging stigma and shifting narratives

Representatives from key city organisations, and Liverpool residents came together to launch the plan.

Councillor Jane Corbett said “With the impact of austerity and now the pandemic, poverty is rising very fast. As a council we will continue to support our citizens struggling to make ends meet, with emergency grants and household items for as long as we can. In this day and age it is morally wrong that so many families are having to decide between putting food on the table, clothing their children, paying the fuel bills or keeping a roof over their head. This Good Food Plan builds on the many years a good number of us have been responding to food insecurity, working alongside those most affected, and taking our partnership work to the next level. Government must now finally agree to the Marmot policy action to “ensure a healthy standard of living for all.”

Melisa Campbell, Consultant in Public Health at Liverpool City Council and co-chair of Liverpool’s Food Insecurity Task Force said “The relationship between food insecurity and health is clear. In order to make budgets stretch, people are forced to purchase food items that are cheap, often processed and lacking in nutrition in order to put a meal on the table. This is resulting in poorer health for many families and exacerbates existing medical conditions.”

Kevin Peacock, Chief Executive of St. Andrews Community network and co-chair of Liverpool’s Food Insecurity Task Force said “We want to end the need for food banks. Emergency food provision (like food parcels from a food bank) is essential and has been a lifeline for many during the pandemic but using a food bank should be rare and short term and we must better understand and tackle the root causes of food insecurity.”

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MP Ian Byrne said “People have little to no influence in decisions being made about the food that’s on their high streets and on their supermarket shelves. We want to change this. We want people to have a say in what type of food is in their neighbourhoods, on their high streets, in their schools and other places they go to eat or shop for food. We want the Right To Food where every household in our city can afford healthy and nutritious food, and to tackle the inequalities we see in our communities by a change in legislation.”

Dr Naomi Maynard, Food Insecurity Lead Executive Together Liverpool and Network Coordinator of Feeding Liverpool said “This is the beginning of our journey and we invite you to join us. No matter who you are or what you do, there’s a role for you to play to ensure that everyone in Liverpool can eat to Good Food”

The Plan states that “for real change to happen we must come together as a community of people and organisations interested in achieving Good Food for all” and has been developed in partnership with people and organisations such as: Liverpool City Council, Liverpool Charity and Voluntary Services, Feeding Liverpool, North Liverpool Foodbank, St Aidans Pantry, Micah Liverpool, Liverpool Arabic Centre, Together Liverpool, Merseyside Youth Association, Food Active, The University of Liverpool, The Food Domain, Feedback Global, The Food Domain, St Andrews Community Network, Fans Supporting Food Banks, Liverpool Hope University, Torus Foundation, Liverpool Health Partners, Arena Partners, NESTA’s People Powered Results Team, Nugent Care, The Joseph Lappin Centre, Kensington Fields Community Association and The GreenHouse Project.

The plan can be viewed [here](#)

Join the Good Food Plan movement by signing up for regular updates [here](#)

Follow Liverpool’s Good Food Plan on social media and use #GoodFoodLiverpool to join the conversation.

Instagram: <https://www.instagram.com/goodfoodliverpool/>

Facebook: <https://www.facebook.com/goodfoodliverpool/>

Twitter: <https://twitter.com/goodfoodlpool>

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## Editor's Notes

For media enquiries contact Naomi Maynard at [naomi@feedingliverpool.org](mailto:naomi@feedingliverpool.org)

### Food Insecurity Task Force

In October 2020, as part of the Liverpool City Council's Covid Recovery Plan, the Food Insecurity Task Force was formed to develop a sustainable, long-term strategic response to food insecurity in the city, and seeks to Build Back Better beyond the Covid 19 pandemic. Members include:

- Liverpool City Council, including Public Health and Children's services
- Liverpool Charity and Voluntary Services
- Feeding Liverpool
- Food Active
- Feedback Global
- The University of Liverpool
- The Food Domain
- St Andrews Community Network
- Torus Housing Foundation
- Liverpool Health Partners
- Arena Partners
- Nesta
- People Powered Results
- FareShare

### [Feeding Liverpool](#)

Feeding Liverpool is the city of Liverpool's food alliance, connecting and equipping people and organisations to work towards good food for all. Building on our work since 2015 tackling hunger and food insecurity, Feeding Liverpool is developing and driving forward Liverpool's Good Food Plan in partnership with communities and organisations across the city.

### [LCVS](#)

Liverpool Charity and Voluntary Services (LCVS) is a local infrastructure organisation that supports voluntary sector activity across the city.

A registered charity, LCVS provides support, advice, training and networking to individuals and organisations from Liverpool's voluntary, community and faith sector. It also supports donors to distribute over £4 million every year to charitable organisations, in Liverpool and further afield.

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In addition, LCVS works in partnership with other organisations, agencies and individuals on its Community Impact Fund (CIF). This grant programme supports innovative local projects with a focus on health, education, income stability and culture, as the cornerstones to the wellbeing, both for individuals and for stronger communities.

### **Liverpool City Council**

Liverpool City Council is the local government authority responsible for the city. It provides a wide range of services to its population of 498,000 people.

The council has a key role in delivering an important plan for everyone who lives, works, studies or visits Liverpool – the City Plan.

This is the shared plan from Liverpool’s key public, private and voluntary sector partners to tackle inequalities to give everyone a better quality of life – regardless of background, identity or postcode. It aims to deliver our vision for Liverpool: a thriving, sustainable, fair city for everyone. Read it online at: <https://cityplanliverpool.co.uk/>

As well as the City Plan, the council has made 10 ‘Pandemic Pledges’ to help the people of Liverpool thrive over the next year. One of these is ‘Good Food, Warm Home’, with actions to tackle food and fuel poverty, including the development of the Good Food Plan. Find out more at: <https://recovery.liverpool.gov.uk/>

### **Nesta and People Powered Results**

Nesta is the UK’s innovation agency for social good. They design, test and scale new solutions to society’s biggest problems, changing millions of lives for the better.

People Powered Results is a Nesta enterprise that has been pioneering new approaches to achieving change and innovation in systems since 2014. Drawing on a range of methods, our programmes mobilise senior leaders and people closest to the issues to spread and scale what works and embed capability for innovation in systems all over the UK. We work with organisations and systems to release the power of people closest to issues to adapt and take action in an increasingly complex world.

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## 5.

# Suggested Posts



### **Suggested post:**

The Good Food Plan addresses key issues including acute hunger; chronic food insecurity; access to and take-up of healthy, nutritious food; and the sustainability of food supply in Liverpool. Hear what good food means to people across the city. (Link to film) #GoodFoodLiverpool

We invite you to join the **#GoodFoodLiverpool** movement - sign up at [www.feedingliverpool.org/goodfoodplan](http://www.feedingliverpool.org/goodfoodplan) [Instagram](#) & [Facebook](#) @goodfoodliverpool [Twitter](#) @goodfoodlpool

### **Suggested post:**

The Good Food Plan will bring together a community of people and organisations interested in achieving good food for all, many of whom are already doing amazing work in our communities. For real change to happen, we must come together as a community of people and organisations interested in achieving Good Food for all.

**#GoodFoodLiverpool**

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AND GRAPHICS  
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