



**Climate
Leadership
Gloucestershire**

Gloucestershire Food and Farming for Net Zero – Integrating local climate policies

Authors: Aimee Morse, Daniel Keech, Benjamin Dent, Pippa Simmonds, Fahimeh Malekinezhad and Janet Dwyer

Date: September 2025



**UK Research
and Innovation**

This project is funded by the UKRI Agri-food for Net Zero Network+

Executive Summary

This report is the result of research undertaken in 2024-2025 by the Countryside and Community Research Institute, Gloucestershire Food and Farming Partnership and Climate Leadership Gloucestershire (CLG). It sets out how local councils in Gloucestershire, in trying to tackle the climate emergency, are already, or viably could be, supporting the transition to net zero in the agricultural and food arenas.

Council officials indicate that tight budgets and limited direct influence on the climate impacts of food and agriculture constrain their ability to drive change. Yet through this work, councils recognised opportunities to facilitate change through better internal connections and external partnerships. While climate emergency policies focus on the emissions linked to council operations (for example in energy efficiency or materials recycling), an important role remains for councils to stimulate conversations and innovations about food system transformations towards net zero, to the benefit of society.

Currently, the facilitative and democratic role of councils in supporting food net zero transformation is underplayed and overwhelmed by inadequate financial resource or limited direct influence to drive change. In fact, our research found that a lack of internal communication and data sharing between, for example, planners and community development officials, hinders innovation in protecting productive land for public health. Similarly, food is included in climate emergency policies, for example in support for small food enterprises through local procurement, as a way to cut supply chain emissions.

Our report suggests that, at the strategic level, councils should continue food-related climate actions, and further consider their role in driving demonstrable advances in net zero innovation. Our research has led to the production of an action plan of viable and realistic actions, which was presented to CLG for feedback. The recommendations presented to CLG are a consolidation of ideas generated by council members and officers during interviews and workshops. The full plan is provided in this report's annex. The actions CLG members chose to prioritise are:

- Making stronger use of the planning system.
- Supporting farmers' transition to regenerative agriculture.
- Encouraging more sustainable food and drink at council events, local festivals and other venues.
- Promoting healthy, affordable, sustainable diets.
- Leveraging emissions reduction via public procurement.

Contents

Executive Summary	1
Figures and tables	3
1. Introduction	4
2. Approach	5
2.1 Scoping	6
2.2. Surveying	7
2.3. Solutions	7
2.4. The research process	7
3. Findings	9
3.1 Scoping	9
3.2 Surveying	11
3.2.1 Policy, Strategy and Partnership	11
3.2.2 Land use, Farming and Planning	12
3.2.3 Food use, waste and resource efficiency actions	13
3.2.4 Procurement and sustainable diet actions	14
3.2.5 Supporting sustainable food businesses actions	15
3.3 Ideas emerging from the workshops	16
4. Conclusions	23
References	24
Annex 1 - Action Plan	25

Figures and tables

List of figures

Figure 1: The county of Gloucestershire and its district boundaries. 5

Figure 2: The Every Mouthful Counts toolkit as research framing..... 7

Figure 3: The results of the social network analysis..... 10

Figure 4: An impact-difficulty matrix for the actions developed during the workshops 21

Figure 5: The co-benefits of the eight projects included in the action plan. 21

List of tables

Table 1: Council documents reviewed DC = district council, CC= county council 6

Table 2: A description of the eight actions developed following the project workshops..... 20

1. Introduction

Changing patterns of global food production and consumption have contributed to human-caused climate change. In the UK, the agri-food sector emits just under a quarter of annual greenhouse gas emissions (approximately 135MtCO₂e); however, land use also plays a crucial role in emissions savings (UKCEH, 2025). The UK Climate Change Committee's latest carbon budget (CCC, 2025) demonstrates that changes in how we farm and what we eat are needed to meet the United Kingdom's net zero targets. This transition must continue to support jobs in the food and farming sector, and ensure people can access healthy, affordable food. This will require both land use and behaviour change, and a holistic approach to addressing system transformation underpinned by policy coherence (CCC, 2025).

The Gloucestershire Food and Farming for Net Zero (GFNZ) project used the *Every Mouthful Counts* toolkit, developed by Sustain and Food for the Planet, to identify actions that local councils and their partners are currently taking, and can take in the future, which will support positive changes in the food and farming industry, and people's health and wellbeing, whilst ensuring the most efficient use of public money. Although the project's initial focus was on food and farming actions to support the transition to net zero, there are also key learnings which can support Gloucestershire become a leading county in delivering on the UK Government's recently published National Food Strategy (Department for Environment, Food and Rural Affairs, 2025).

This report presents an overview of the research approach, the research findings, and recommendations for continued and future food and farming related climate action in Gloucestershire.

2. Approach

At the time of writing, Gloucestershire (population c. 660,000) has a two-tier local authority arrangement comprised of Gloucestershire County Council (GCC) and six districts (see Figure 1). GCC has responsibility for services including social care, economic development, highways and transport, education, waste disposal and public health. The six districts are Tewkesbury, Cotswold, Stroud, Cheltenham, Gloucester and the Forest of Dean. These councils are the Local Planning Authorities and are responsible for services including economic development, leisure, tourism, environmental health, waste collection, and housing. The GFNZ project engaged predominantly with policies and officials from these six districts.

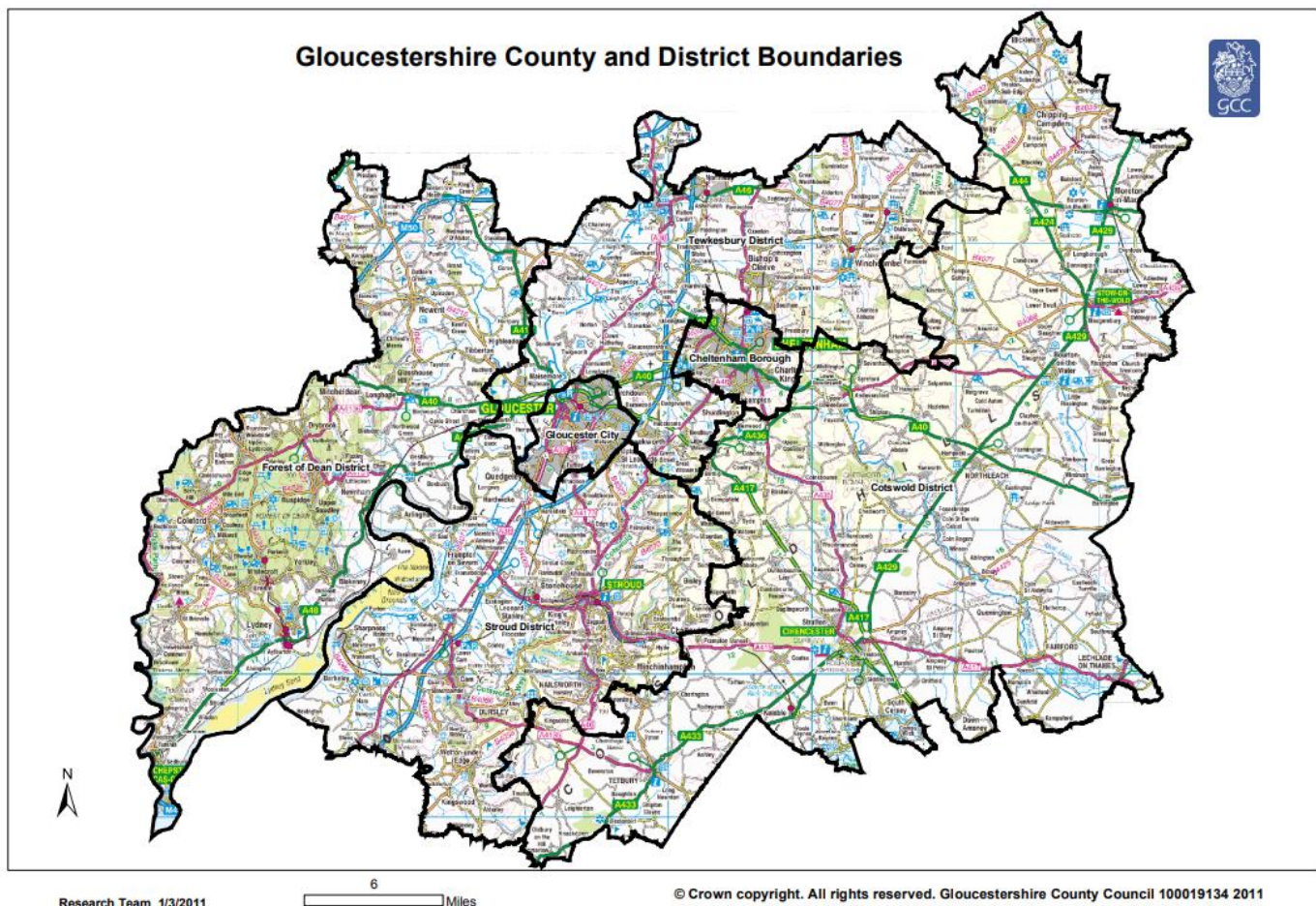


Figure 1: The county of Gloucestershire and its district boundaries (Source: Inform Gloucestershire, Gloucestershire County Council, 2011).

Some distinctive local arrangements have given further context to our work. For example, three of the districts, Tewkesbury, Gloucester and Cheltenham, collaborate on planning matters via a Joint Core Strategy (a combined strategic and local plan). It should be noted that following the UK Government devolution announcement (Ministry of Housing, Communities and Local Government, 2024), reorganisation towards a new (currently undecided) single-tier structure(s) is planned for 2027 (Gloucestershire County Council, n.d.).

Finally, Climate Leadership Gloucestershire (CLG) is a public sector partnership of all the county's councils, NHS, academic institutions and the Local Nature Partnership, collaborating to develop strategic solutions to tackle the climate emergency across the county and provide a collective voice at the national level on action needed to support local delivery of climate action. CLG is a partner in this project and was essential in enabling access to data and officials for the research presented below.

The project comprised three phases:

1. Scoping
2. Surveying
3. Solutions

Further details on the activities completed in each of the phases are provided below.

2.1 Scoping

The first phase consisted of a scoping review of local authorities' local plans, climate and nature emergency plans, economic strategies, and food strategies, where available. Several county-level documents were also reviewed, as set out in table 1 below.

Table 1: Council documents reviewed DC = district council, CC= county council

Actor	Documents reviewed
DC1	Local Plan, Climate Change Strategy, Food Strategy
DC2	Local Plan, Climate Emergency Action Plan, Economic Strategy, Procurement Strategy
DC3	Local Plan, Master Plan, Economic Strategy, Procurement Strategy
DC4	Local Plan and update, Climate Emergency Strategy, Ecological Emergency Action Plan, Economic Strategy, Procurement Strategy
DC5	Local Plan, Climate Emergency Strategy, Procurement Strategy
DC6	Local Plan and update, Economic Strategy, Procurement Strategy
CC	Food and Farming Action Plan, Climate Change Strategy, Economic Strategy, Health and Wellbeing Strategy, Strategic Estate Plan

Each document was reviewed for evidence of the 38 actions included in the [Every Mouthful Counts](#) (EMC) toolkit. Following research conducted for the *Every Mouthful Counts* report (Sustain, 2022) which assessed local authorities' performance on climate and nature issues related to food and farming, Sustain and Food for the Planet developed the toolkit, which comprises five themes:

- Policy, strategy and partnership
- Land use, farming and planning
- Food use, waste and resource efficiency
- Procurement and sustainable diets
- Supporting sustainable food businesses

2.2. Surveying

Thirteen interviews were completed with partner organisations in Climate Leadership Gloucestershire, including the County Council and all District Councils. Representatives of two county-wide organisations working in the food and farming sector were also interviewed, as well as representatives of the local health service, and officials from a protected landscape, part of which is located in the county.

2.3. Solutions

Four workshops were held with colleagues in Gloucestershire's district councils. The profile of the workshop participants varied and usually included climate, health and community officials, as well as in some cases economic and environmental specialists. The smallest level of attendance was four individuals, the largest included ten participants, with 30 people in total participating across the four workshops. In each workshop, participants worked through the EMC toolkit, identifying actions that they were already completing, actions that they would like to complete, but that would require more support, and actions which were beyond their remit or resource. Following this process, they were invited to focus on one or two actions which participants agreed were realistic and achievable, within their remit, to further develop into project recommendations. These recommendations formed the basis of a draft action plan (Annex 1) presented to CLG members in June 2025, for feedback and prioritisation. The draft action plan was accompanied by an impact-difficulty matrix and an indication of the co-benefits of each action.

2.4. The research process

Figure 2 below summarises the research process.

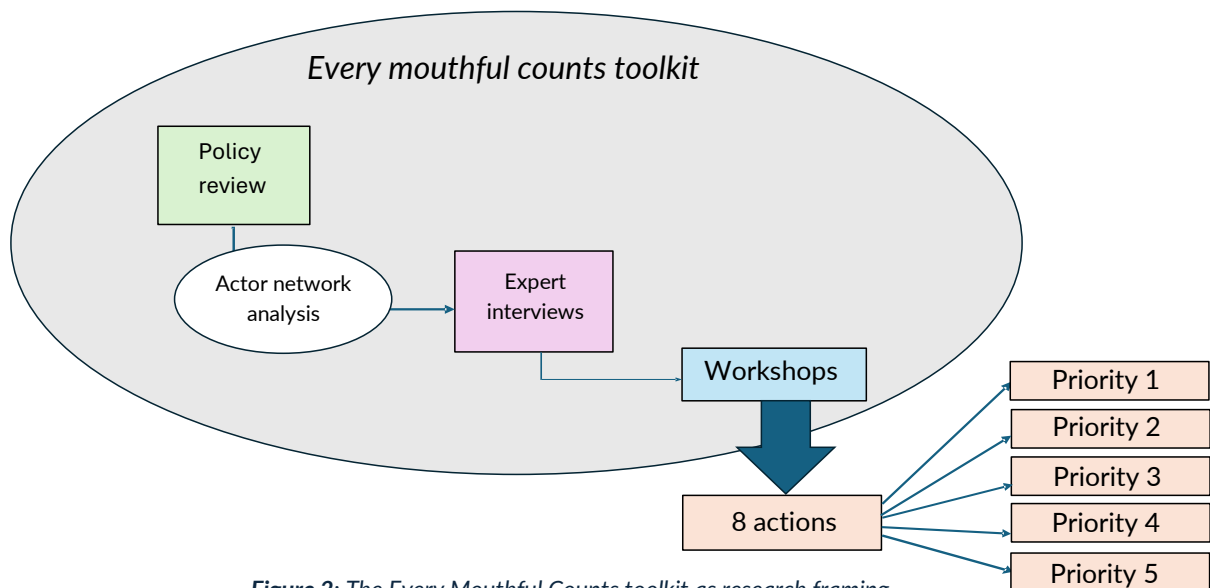


Figure 2: The Every Mouthful Counts toolkit as research framing

Recognising the important role that local authorities can play in creating a more healthy and sustainable food system, the toolkit is designed to help them identify where they can make emissions savings through actions related to food production and consumption, therefore contributing to positive change in the food system, which has decarbonised at half the pace of the wider economy (Dimbleby, 2021). Many of these actions deliver co-benefits for people's health and wellbeing, the local economy, and/or nature recovery. Thus, where local authorities prioritise action on food, they can also address multiple issues simultaneously. This is particularly important considering the financial constraints local authorities face. We suggest that the recent publication of *Towards a Good Food Cycle* (Defra, 2025) further indicates that this is a crucial time for a focus on food and farming actions, and that this is a point at which Gloucestershire could demonstrate that it is a leading county in this area.

Thus, research inquiry was framed by the practical actions identified in the EMC toolkit, for all three research phases. In the scoping phase, the EMC toolkit helped to identify actions in the climate strategy review. Further details of such activities were discussed in the expert interviews, while in the workshops group discussion of the EMC toolkit helped to identify existing, viable or unlikely actions for each local authority. Finally, at the end of the workshops, two or three actions were identified to take forward. In this way, the project used the EMC toolkit to review climate emergency actions in relation to food; while the workshops were also an opportunity to gauge the likelihood of the ideas in the EMC toolkit finding traction in practice, among six Gloucestershire district councils. The recommendations were prioritised following a presentation of the action plan at the June 2025 CLG meeting.

3. Findings

The following section details findings from each of the three phases described in section 2. Discussions varied, depending on the profile of workshop attendance, local contexts including political priorities or established local networks, as well as urban/rural locations as section 3.1 reveals.

3.1 Scoping

Each policy was reviewed for evidence of the 38 actions included in the EMC toolkit. Details relating to specific actions and collaborations were captured in an Excel spreadsheet, and the key findings are given below.

District climate emergency strategies exist across the county, and in some there is explicit mention of food and farming. Stroud's climate strategy notes that upstream natural flood management, reliant on the co-operation of farmers, has resulted in major reductions in seasonal flooding. Further, Stroud's 2015 Local Plan indicates the link between agro-ecological production techniques and landscape character, while supporting local food production. In Gloucester's climate strategy, major energy efficiencies are identified to reduce emissions from the food manufacturing and retail sectors located in the district, while it is acknowledged that the consequences of climate change are most likely to affect vulnerable citizens. The latter explains the council's support for community food growing and food access projects, a common concern across all districts and reflecting local councils' social support for vulnerable citizens. Indeed, all councils are involved in community food access and initiatives through partnerships with voluntary organisations. In Forest of Dean, the district's potential as a carbon sink is noted and there is a commitment to identifying and supporting carbon sequestering and ecologically regenerative farming and land management practices. The council also notes its commitment to ensuring all food it purchases is acquired from local, low emissions suppliers.

Yet, these policy commitments disguise the generally low-profile of food in the climate strategies, where transport and energy consumption take a more prominent role. This is despite the fact that 16% of the county's contribution to greenhouse gas emissions comes from agriculture (Gloucestershire County Council, 2024a). The National Farmers' Union is actively engaged in supporting regional farmers to become climate neutral by 2040 and the Farming and Wildlife Advisory Group South West has been involved in Defra trials to reduce the emissions from livestock farming in the county through adjustments in feeding regimes and stock selections. Finally, the Cotswolds National Landscape is involved in developing quantifiable pathways towards net zero (Small World Consulting, 2023).

Historically, councils did not feel that they had a profound functional role in supporting agricultural transition, beyond land use planning, which is under pressure from house building targets. Yet other public strategies make helpful contributions towards net zero. For example, Gloucestershire's Economic Strategy 2024-2034 highlights the production of low carbon food as a key target and states *"This should include agroecological transitions through regenerative and organic farming methods supported by nature positive technologies. This will deliver basic biodiversity and carbon transformations to meet priorities and*

lead to more sustainable and profitable farming in a carbon neutral context” (Gloucestershire County Council, 2024b: 31).

The County Council is involved, through its recent absorption of the Local Enterprise Partnership, in supporting the food and drink sector in Gloucestershire, which employs almost 15% of the county’s workforce and represents almost 9% of the county’s GVA, both figures are higher than national averages. The council already promotes locally made products through an organisation called *Made In Gloucestershire*, although promotion hinges on membership, rather than food sector emissions innovations.

Finally, the Integrated Care Board and the districts are involved in food-related activities that improve public health and consumption behaviours. These include cooking and growing training, tips to reduce food waste, the redistribution of surplus food to low-income residents and using food activities as a tool for social cohesion. Such activities are primarily focused on social objectives, reflecting the role of councils as social service providers and community safety nets.

The spreadsheet was also analysed using a two-way actor network approach, the results of which are shown in figure 3. This shows which councils are completing which actions included in the toolkit, and where the suggested actions are absent. Each action number corresponds to its position in the list of actions on the [EMC toolkit website](#).

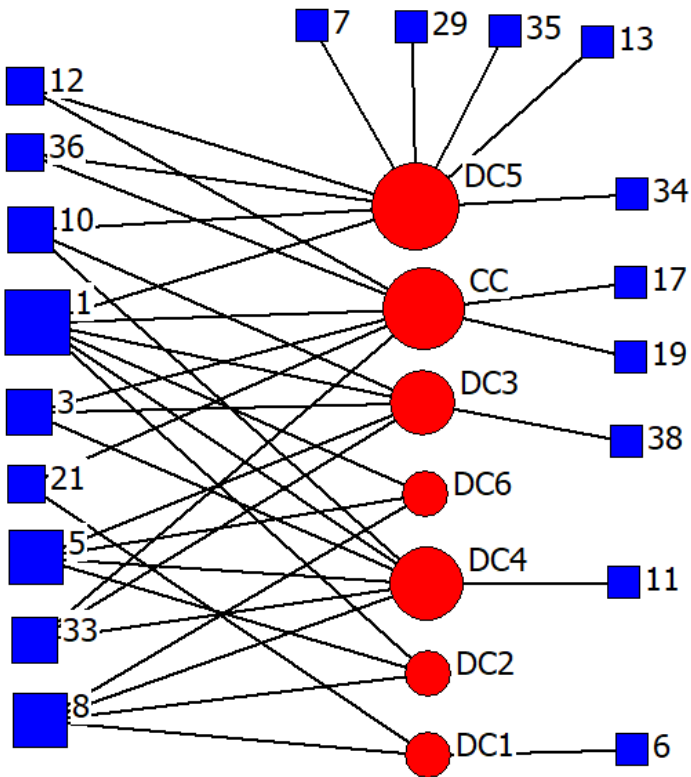


Figure 3: The results of the social network analysis

In summary, our policy review revealed sparse mention of food and agriculture in the climate strategies. This belies a range of practical net zero innovations for the agricultural sector by farmer and rural

organisations and does not capture a range of activities already ongoing across the county (see section 3.2). Climate strategies also miss economic commitments to net zero expansion in the food sector, which the county fails to fully support due to a focus only on a geographical product marketing scheme for subscribing members. We also found public health policies which were explicit about food-related social objectives, the success of which have marginal impact on net zero progress.

This means that while positive and ambitious objectives for net zero in food and agriculture are present throughout the county, they are barely visible in climate emergency commitments. This may exacerbate council officials' perceptions of their limited leverage when it comes to food. Furthermore, pronouncements on healthy eating (such as recommending reduced meat consumption, or switching to non-dairy milk substitutes) need sensitive handling with some local farmers, who indicate the importance of the food sector to the county's economy.

We suggest, therefore, that councils could play a much bigger and more coherent role in supporting food sector innovation. This could include facilitating action-oriented case study analysis for farmers and manufacturers in aligning production and supply chain energy demand with commercial savings, trialling commercial heat networks for the food sector, and connecting food waste management processes with soil management advancements. This should make best use of the network of innovation and start-up hubs in the county.

3.2 Surveying

The interview phase was designed to provide further evidence of food and farming related activity in the county, which may not have been formalised in a strategy or plan and thus was not captured in the earlier policy review. The data revealed a diversity of activity by local councils and their partners which overlapped with the 38 actions included in EMC toolkit, and also demonstrated barriers to action. Further detail is provided below, with the findings set out in each of the five overarching themes included in the toolkit:

1. Policy, Strategy and Partnership
2. Land use, Farming and Planning
3. Food Use, Waste and Resource Efficiency
4. Procurement and sustainable diets
5. Supporting sustainable food businesses

3.2.1 Policy, Strategy and Partnership

Interviews confirmed that all councils have declared a climate emergency and produced corresponding action plans. A local food partnership was established in 2018, with some initial support from the County Council and includes third sector, industry and research members. District-level community food networks are also emerging, such as the Forest Food Network and the cross-sectoral Cheltenham Food Board, whilst at the county level, CLG has a thematic group focusing on food and farming. District councils commonly have officials with a climate emergency remit, which may include monitoring

emissions, but generally lack an explicit focus on food. Participants recognised the importance of working across service areas to understand how best to coordinate activity in their council.

No participating councils had signed the Glasgow Food and Climate Declaration before COP26, and one official cautioned that *'different declarations and pledges may contain relevant targets and practical ideas, but [we] avoid signing up to too many, because they can become confusing and may not lead to action.'* There was a reported degree of fatigue with climate initiatives in our research.

3.2.2 Land use, Farming and Planning

The second section of the toolkit, linked to land use and agriculture, offers some apparent 'quick wins' alongside more ambitious, 'bigger-ticket' actions. In fact, although maintaining a map of council holdings was seen as viable or was already in-train, the two other 'quick wins' seemed ambitious to participants. Resources were not available to directly support training for agriculture (as opposed to community growing skills) and land use policy is focused on balancing existing (and democratically approved) local and strategic plans with housing expansion allocations from central government. There was an ambivalence toward the use of planning or other council leverage (but: see procurement in 3.2.4 below) to promote agro-ecological agriculture as district councils don't own agricultural land. Although this is the case, participants identified that there were opportunities for councils to engage more closely with the local Farming and Wildlife Advisory Group (FWAG), for officers and members to learn more about opportunities to support farmers, and for councils to promote positive case studies of farming and land management that FWAG support in the county, including those relating to land use for carbon sequestration. The Local Nature Recovery Strategy also highlights the relationship between the nature and climate emergencies, with consideration of how climate change affects the natural environment and farming practices, and the potential for nature recovery actions which support climate mitigation and adaptation.

Planning appeared as a repeated and significant gap in attaining climate targets. This picture is universal, although its impact on community growing is more mixed (see below). Participants referred to the *'time lag'* associated with planning policy, with the process of creating a new local plan taking *'many years to change'*, thus having an impact on when actions to mitigate and/or adapt to climate change can be implemented. Furthermore, robust *'evidence which can support making policies and decisions'* relating to food and farming actions is required. Another participant commented on the importance of ensuring the right key performance indicators are selected, as cross-border emissions are a particular challenge in food and farming data.

Allotments are a mixed picture, with most being protected where they are in council ownership, although *'some parishes and the Church of England have disposed of them'*, for income generation or because there is a lack of demand in some rural areas. Although not covered during the interviews themselves, all councils joined Planning for the Planet following the workshops. This was an immediate positive product of the project and could act as a spur and asset for councils to take forward more ambitious planning policy to support sustainable food production as a next stage.

Although the focus of this work was to develop and prioritise local food and farming actions, a participant highlighted an opportunity to connect with national work on the climate emergency, through *'reflect[ing] on Climate Emergency UK's scorecards. We recognise that there are some deficiencies, which this project could highlight by feeding into the next scorecard as it is developed in the summer. For example, while it has a land use section, it does not look at balancing energy and food production.'* We therefore recommend that Climate Emergency UK consider amending future scorecards to include a more encompassing land use section that incorporates Defra's upcoming Land Use Framework, which will consider requirements for balancing food production with other land use.

The provision of public land for community growing is a relatively straightforward task, involving the mapping of holdings and gauging demand by community groups and individuals. This activity is pursued in some districts. Some council initiatives include support for community-run productive landscapes such as Brockworth orchard in Tewkesbury District, which combines food and biodiversity objectives.

Local community organisations and food networks support progress with such actions, although the extent of their contribution to climate mitigation is likely to be marginal. The clearer potential for community food schemes rests with social cohesion and well-being benefits, with one official suggesting *'It's hard to encourage a healthy diet, let alone climate-friendly one.'* Further comments on this issue are included in section 3.2.4.

3.2.3 Food use, waste and resource efficiency actions

Section three of the toolkit is again divided into quick wins and bigger-ticket actions. Here, participants' responses suggested activity in relation to all actions in the toolkit, to a varying extent. Councils reported successes in reducing food waste in multiple settings; however, there is still evidence that a considerable amount of food waste goes into residual waste bins, as opposed to food waste bins, and this was identified as an area in which to continue targeting behaviour change. Targeted support for low-income citizens to reduce food waste as a matter of domestic economy is provided, while household food waste that is sorted is collected by districts and processed into biogas. County council supported "zero-waste" cooking workshops have been successful and are tailored to participants' needs and their available domestic appliances.

Councils support local food banks to redistribute edible food surpluses; Cheltenham and Gloucester have community fridges and in Cheltenham, carbon baseline reporting is undertaken which includes food waste. Food waste awareness campaigns are led by the county council as part of their waste engagement remit. Food waste collections from businesses are not undertaken by all districts, some of which reported them as 'uneconomic'. A further operational challenge is that responsibility for food waste is split between the two tiers: district councils collect waste, and the county council disposes of it. Food waste that is collected residentially is taken to an anaerobic digester, where biogas and solid digestate are produced.

3.2.4 Procurement and sustainable diet actions

Procurement was an area of strong interest for councils who understand their purchasing power and influence over public food expenditure. Cheltenham prioritise local companies for catering contracts, and Forest of Dean highlighted their ongoing work on a green events policy which includes maximising local procurement of food. The EMC toolkit offers 11 suggested actions for councils, which we have consolidated to six here, as several involve the collection of Planet Pledges from different sectors – an activity rarely pursued, due to lack of capacity.

Food procurement in schools is managed centrally by the county council under contract, therefore, district councils noted that this was not an area in which they were regularly involved. This contract is linked to the Soil Association's *Food for Life* programme, which sets out targets for local and organic food and outlines opportunities for parents and children to co-produce menus and grow food in schools. Meeting these targets attracts *Food for Life* bronze, silver or gold status. The catering scheme in Gloucestershire has silver status.

All districts have published procurement strategies, although these may conform to social value standards rather than explicitly to emissions reduction. Creating supply chain outcomes through public procurement, though well-studied and despite recent tech innovations, remains difficult. Challenges are linked to low budgets, safe-guarding and food safety requirements, legal and contracting risks and lack of national or regional policy frameworks or support.

Although not focused solely on food procurement, Together Gloucestershire encourages local businesses to consider their procurement and aims to connect the county's largest buyers with local SMEs. There was a suggestion that food businesses could include their meals' carbon footprints on their menus, to promote transparency and allow their customers to consider what they are consuming.

Participants' feedback on the toolkit's quick-win of delivering public campaigns to encourage more people to adopt a climate-friendly diet suggests that this action requires more consideration than initially indicated. There are several reasons for this, including the level at which emissions are captured, as one participant suggests: *'Reducing emissions in Gloucestershire is one thing, but we know that most of the products bought in the county are not from the county... the real challenge is how we influence the wider supply chain'*. Some participants questioned the use of the term 'climate-friendly', as there are no associated metrics, whilst others reflected on the role of the council in this arena, given the individual nature of diets, and people's trust in climate messaging.

It is important to consider access to food, and the extent to which it is possible within the present food system to ensure the affordability of local and sustainable produced food. A variation in access to skills and equipment across the county is also important to consider: *'Cookery and a lack of cooking skills, and perhaps access to equipment as well, is definitely something that comes up...there is an association with people struggling with poor diets and one of the reasons is that they don't know how to cook affordably and easily'*. The countywide adult education classes were again highlighted as a successful example of improving learners' skills whilst highlighting healthy and sustainable eating as appropriate. The need for careful messaging which is sensitive to these points was reflected by a participant working in the health

sector, who, whilst recognising that healthy diets are often more sustainable, said: *'I shy away from saying this is better for the planet, I say this is better for you, this is better financially... go for the other hooks'*. There was agreement across the interviews that it would be important to consider how advice or guidance on dietary change is framed.

Drinking fountains are not widely maintained by councils although there are several support schemes which encourage town centre visitors to request free drinking water in participating commercial catering outlets and community centres.

3.2.5 Supporting sustainable food businesses actions

Actions in this section of the toolkit overlap somewhat with earlier actions on procurement. Earlier links between economic development and the district's rural landscape were noted in 2.2.1.

The provision of space for farmers' markets, local procurement and the promotion of catering and retailer businesses to visitors that specialise in local produce was reported, especially in rural districts. One participant highlighted that such markets support the development of a sense of place, in addition to supporting economic development and the visitor economy. Participants recognised *Made in Gloucestershire's* importance in supporting food businesses in the local economy, and its potential to support their expansion, thus providing more jobs in the sector. Participants working on the *Made in Gloucestershire* initiative commented that, although their focus is on showcasing local business, they also direct their members to support at local Growth Hubs, which often run courses on reducing carbon within a business. Another participant recognised that, given the nature of the food system, it is challenging to create an online platform which would cater for consumers' preferences all-year-round: *'The things people buy everyday, like horticulture products, they won't be local products at the minute... we can't grow anything at this time of year [December]'*. They suggested that although one platform is unlikely to support a shift to an entirely local food system, given consumers' preferences and the types and amount of food grown locally, it may serve as an important space for promoting a shift to diets based on seasonal products.

Private sector innovation such as the M5 Services, which is a climate neutral building, successfully market high-end local produce to motorists and recruit staff through a Gloucester-based charity which supports social inclusion. This charity, the Gloucester Gateway Trust, has become the service provider for children and family centres in the county, which includes food provision. The opportunities for understanding climate impact need to be fully understood by councils in their commissioning as well as their direct service provision and policymaking, especially when services are not primarily or explicitly aimed at climate mitigation.

As electric vehicles become more common, non-petrol/diesel food deliveries will advance and councils have a role to play in supporting vehicle charging facilities in planning decisions and direct provision partnerships. Again, this highlights the need for working collaboratively across service areas.

3.3 Ideas emerging from the workshops

Several contextual points were made during the workshops. These related to Gloucestershire's strengths regarding the achievement of food and farming related climate actions, and potential threats to fulfilling the potential in the county. The key strengths are:

- Gloucestershire's councils have set ambitious targets, and CLG demonstrates their willingness to collaborate to achieve them.
- The county has nationally leading agri-food expertise through the Countryside and Community Research Institute at the University of Gloucestershire, the Royal Agricultural University, Hartpury University and Farming and Wildlife Advisory Group South West.
- There are many established mechanisms for engaging farmers, food businesses and community initiatives, such as the Agri-Food and Rural Business Group; Made in Gloucestershire; Gloucestershire Local Nature Partnership, Gloucestershire Wildlife Trust, and Gloucestershire Food and Farming Partnership; Feeding Gloucestershire, Cheltenham Food Board, Forest Food Forum, Cotswold Food Network and Nourishing Gloucester. These networks also provide opportunities to leverage a wide range of funding sources (e.g. academic, charitable, philanthropic, private sector) across the whole of the farming and food system.

Potential challenges to fulfilling the county's potential include:

- Local government reorganisation and devolution creates an especially dynamic situation, which makes climate leadership by and within councils critical.
- In the current absence of a statutory duty around climate change, allocating resources to climate action depends on ongoing political commitment.
- It is difficult to prioritise the projects without detail on potential impacts and costs. Whilst these calculations lay outside the scope of this analysis, they will be a critical next step, but evidence may be limited because work in this area is still in its infancy. This is an opportunity for Gloucestershire to lead the way, for example investigating the scope to produce a regional version of the new Future Food Calculator, which models the national-scale outcomes to changes both to land use and management and to food consumption (<https://futurefoodcalculator.org>).

With these contextual factors in mind, we highlight three broad themes that councils felt they could realistically engage with, offering them potential to be more ambitious and more effective in the actions they already cover. These themes emerged from participants' contributions to the workshops. They were later reworked into a detailed plan of eight specific actions, detailing proposed benefits and supportive partners (see Annex 1).

3.3.1 Public procurement

Procurement of food is an activity that all councils invest substantially in, and participants felt more progress could be effective. In the case of school meals alone, about 18,500 meals are served per day

through the county council's provision in almost 200 primary schools. The existing school meals scheme, linked to *Food For Life*, is satisfactory but improvements are hard to achieve¹, although new indications from the government suggest the development of regional public food distribution infrastructure will be revisited. It is likely that medium-term strategic engagement by CLG will be needed to consider whether, for example, an alignment with the West of England Combined Authority's existing procurement efforts might offer economies of scale and greater regional access to sustainably produced food.

It is risky for single councils to pioneer such shifts. They should be planned as part of a regional response to national policy, which is currently still unclear at the regional level. Notably, in Wales, an established local procurement approach – *Buying Food Fit for the Future* – has been in place since 2022. This approach seeks to source a quarter of food from Wales and supports sustainable food systems; a decade ago, local procurement innovations – since evaluated – by Bath and North East Somerset Council gained political support on the basis of climate impact through road transport efficiency, rather than health.

Meanwhile, alternative schemes outside the county primary school catering scheme are being trialled with academy schools, for example by the Open Food Network in Stroud, which has supplied 11 schools with local food. These schemes are innovative, risk-taking and experimental and should be guided and supported by councils because they explicitly aim to reduce the climate burden of the food system, as well as creating community benefits. Tech innovations, such as the dynamic food procurement system devised in the private sector by food entrepreneur Rich Osborn – now a Defra adviser – have made sourcing from qualified smaller-scale, local and seasonal suppliers easier.

The scale of public food systems also offer potential for effective food management, such as portion size and waste processing.

3.3.2 Better integration of climate considerations within planning departments

Workshops revealed a view that planning colleagues need to prioritise the allocation of housing development quotas. Consequently, planners lack capacity to engage energetically in climate mitigation initiatives. One official suggested *'the draft Strategic Local Plan contains little consideration of food issues - production or consumption, including community growing- so a policy hook is needed. Climate Leadership Gloucestershire can cover farming and food at the meeting with planners on climate, including demonstrating co-benefits of land use for community food growing for example, for nature, flood alleviation.'* This comment draws on notable successes by councils and community groups in the Upper Thames and the Lower Severn Catchments of working with farmers to implement and manage natural flood management schemes. These can lower carbon emissions and can redistribute long-term monitoring responsibility towards local stakeholders.

¹ From 2016-2021, CCRI, with support from the European Commission, worked with GCC to increase the proportion of local food entering the school meals service, with little notable change, despite interest from the council, the catering provider, and regional producers.

Participants also raised concerns about the loss of productive land to urban expansion and called for a robust evidence base to help inform planning decisions and to reform developers' viability testing metrics.

In common with many other towns and cities, land is at a premium in Gloucestershire's urban areas and available parcels are usually designated for development. Cheltenham Borough Council already has a supplementary planning document on net zero, that seeks to support and inform developers. This document could be adapted to include a food theme. Such an adaptation could update and reflect upon Brighton and Hove Council's *Planning Advice Note 06 – Food and Development*. In 2011, Brighton and Hove Council adopted PAN 06, which specifies the planning authority's preference for development proposals that include food growing spaces. This led to an increase in such planning applications from just 1% to almost 40% within two years.

Councils map their landholdings, representing useful data which could become publicly available. Already, Cheltenham is working with the Soil Association to develop organic community growing spaces. Gloucester applies local plan priorities to identify land for growing as part of health guidance. A wider question which planners may not be able to address, and posed several officials includes '*how can community growing activities be funded for the long term?*' The answer lies partly in close partnerships between planners and public health experts, but also in reviews of planning regulations: for example, exploring the scope for directing development condition payments (S106/Biodiversity Net Gain) at food producing spaces.

3.3.3 Councils, climate and food businesses

In the workshops, participants identified a range of existing activities to support local food businesses. Gloucester Services, *Made in Gloucestershire* and public procurement have been covered above.

Meanwhile, some councils have experienced challenging interactions with local farmers who are experiencing major reforms, for example change in agri-environmental subsidies and inheritance taxation, combined with shifts in consumer preferences, and proposals for land use changes (for example from food production towards energy and forestry). Even so, some local councils have raised the profile of net zero considerations within initiatives which promote the adoption of agri-tech innovations, although more could be done to link such innovations to the promotion of local food.

One participant highlighted the limited level of current interest among local companies in how to lower carbon footprints: *It's not something that comes up regularly, but part of my job is to help signpost and support the businesses.*

Signposting is a valuable service. But officials feel constrained between a perceived inability to influence the commercial food market, while trying to support the needs of both urban and rural citizens. A gradually shrinking proportion of the latter are involved in food and farming in the county and feel under pressure. At the same time, concentrating solely on councils' internal climate performance will be limited. Recent (2022) research by South Gloucestershire Council, suggested that the execution of the Council's functions and services represented a little over 1% of the area's contributions.

It is also clear that greater work is needed on coordinating and collaborating with council communications services and teams to ensure that signposting efforts and campaigns on local food systems, and wider net zero activity can be mobilised. Although communications teams act under constraints in terms of resource and budget, communications could and should be used to greater effect to support local, low carbon food businesses and initiatives, such as promoting sustainable, healthy diets.

Arguments about sustainability, dietary health, affordability and climate mitigation can be difficult to navigate. Workshop participants indicated some uncertainty about how to influence positive dietary behaviours, which may require more coordination between public agencies across scales, and the need to balance sustainability concerns against affordable food. It was felt that CLG could take a unified approach to ensure resource-intensive food businesses understand how improvements in their environmental commercial performance could be incentivized by cuts in operational costs. This could be through the co-development with businesses (including farmers) of circular water and food waste processing treatments alongside the more conventional land use functions. Techniques for initiating such collaborations are already in use in the county, in the form of living labs and Rural Climathons. The county's two National Landscapes are already reviewing possibilities for more ambitious agri-food subsidy reform in their areas. Councils, as planning authorities, democratic bodies and economic development strategists, can facilitate improvements in the climate outcomes of the agri-food sector. This could create trust, draw on climate evidence, and help food businesses feel in control of mitigation changes, rather than seeing them as an add-on or an imposition.

3.4 Next steps

The discussions described above were elaborated into a plan of eight practical actions. An overview of the actions is presented in Table 2 overleaf, with the full plan for each action provided in Annex 1. This action plan was presented to CLG members in June 2025 for feedback. The presentation was the first step in a process to prioritise the ideas developed by officers in the workshops and the discussion provided an opportunity to consider the next steps for implementation.

Table 2: A description of the eight actions developed following the project workshops.

Action	Activities
Develop policy leadership	Designate a lead member of staff, ensure collaboration and coordination across all partners through systemic approach.
Localise public procurement	Join regional procurement efforts, evaluate and support existing initiatives and transfer silver food for life contract to new councils.
Support the agricultural transition	Use existing networks to understand how councils can best support the transition, showcase existing good practice.
Reduce food waste	Determine key messages and develop a coordinated campaign, including delivery through cooking classes.
Promote local, low-carbon food businesses	Showcase local food and farming businesses who have improved efficiency and competitiveness through Made in Gloucestershire and Growth Hubs. Strengthen local supply chain infrastructure.
Promote healthy, sustainable diets	Deliver a campaign on eating for health, pocket and planet. Ensure people have access to materials and skills to prepare healthier meals.
Make stronger use of the planning system	Review guidance for adoptable approaches and develop a county wide strategy for ensuring decisions include consideration of food and farming assets.
Encourage more sustainable food and drink at events	Prepare guidance based on existing work and encourage suppliers to use low carbon ingredients.

At their June meeting, CLG members were asked to prioritise the eight actions and share their preferences. All projects received some support, but the greatest support was given to:

- Making stronger use of the planning system.
- Supporting farmers' transition to regenerative agriculture.
- Encouraging more sustainable food and drink at council events, local festivals and other venues.
- Promoting healthy, affordable, sustainable diets.
- Leveraging public procurement.

This would create a package which includes easier and more immediate options (such as encouraging more sustainable events) and more long term and impactful initiatives, such as the transition to more climate- and nature-friendly farming (see Figure 4).

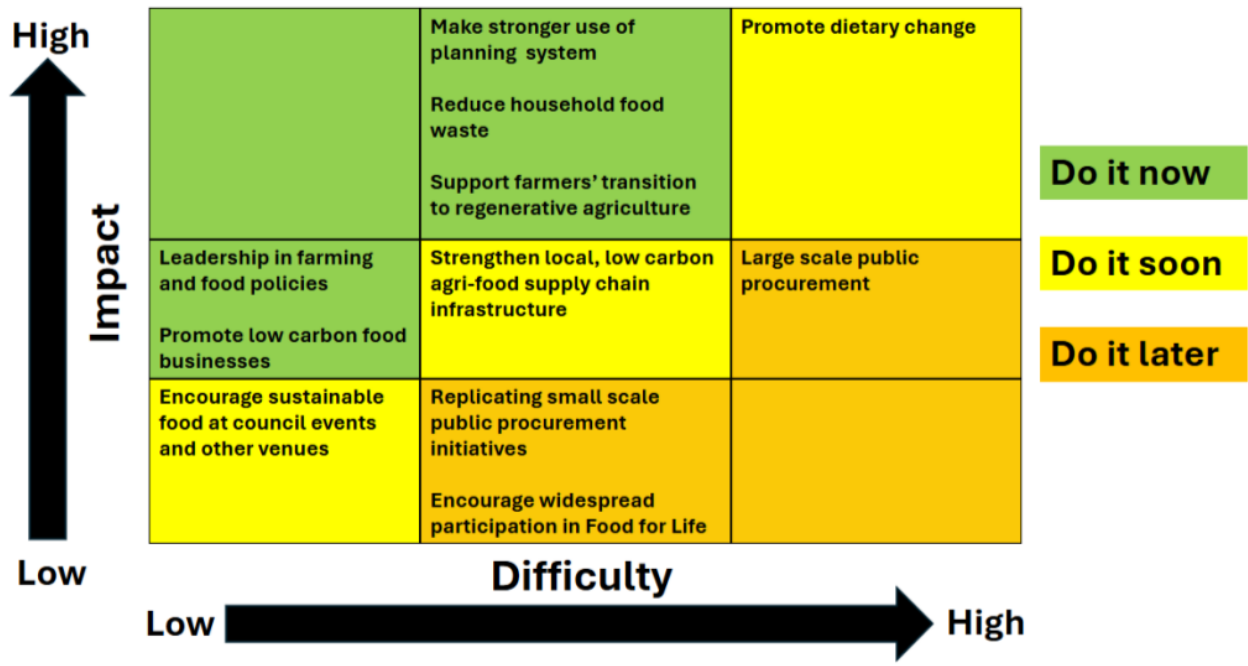


Figure 4: An impact-difficulty matrix for the actions developed during the workshops

This balances the ambition to deliver both tangible and immediate gains and those which require persistence to achieve more substantial outcomes, with a large number of co-benefits for the county's communities and economy (see Figure 5).

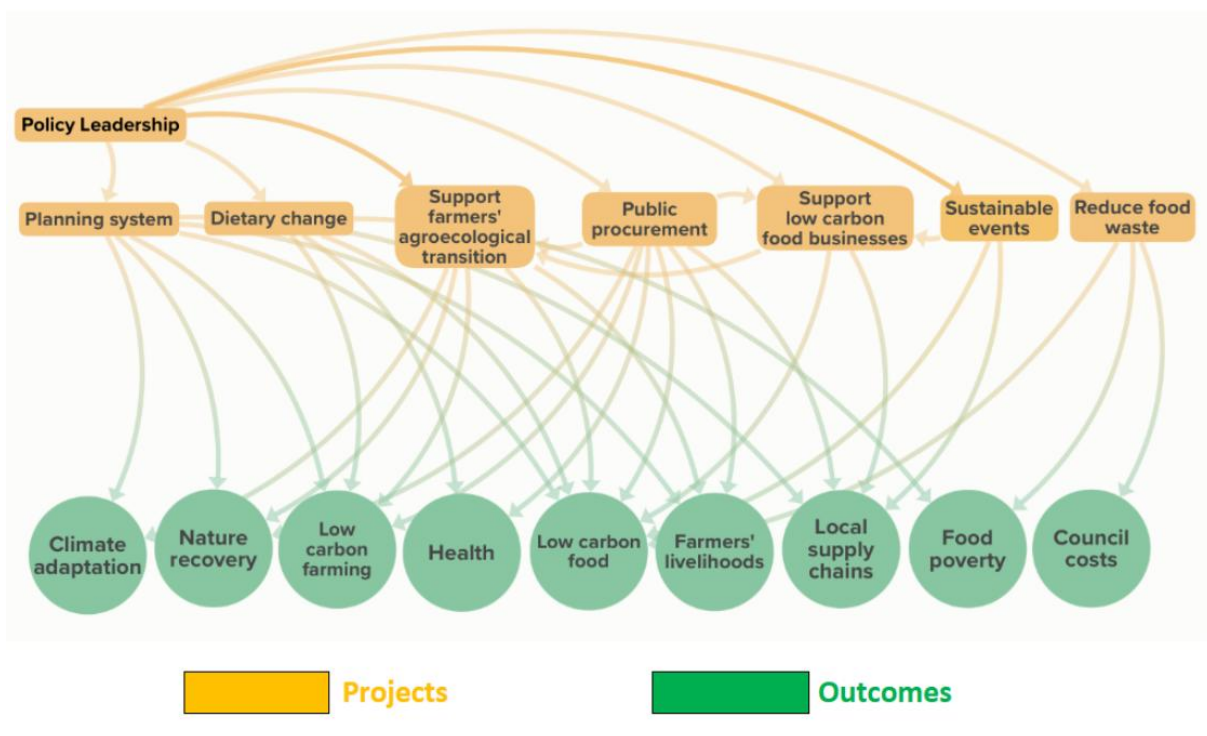


Figure 5: The co-benefits of the eight projects included in the action plan.

CLG members' feedback on specific projects was incorporated in the project outlines. Additional comments were that:

- Agreeing a county-wide quantified pathway to net zero would help to prioritise carbon savings from changes to food and farming - as well as energy, transport etc. - and so help to prioritise councils' long term actions.
- There are strong connections between CLG's climate and biodiversity themes.
- Building community connectedness would be an additional co-benefit of some projects, such as those involving community growing.

A significant comment, and proposed next step for this work, related to the need for details on the carbon savings of each action in addition to an indicative budget. This would follow a period of consensus building between CLG members, led by the Food and Farming theme leads. Although we recognise the challenges of delivering climate action at the local level, we suggest that there is merit in recognising the potential of the existing structures and institutional commitment in Gloucestershire. These attributes could and should position Gloucestershire as a leading national voice in the potential of local climate action in the food and farming sectors. We note that this local leadership does not need to be purely technical, rather we suggest that partners across the county continue to build on meaningful collaborations to seek out technical expertise, but propose an important role for leaders in raising up existing examples of best practice across the county and convening colleagues with a shared interest in exploring the next steps for the emerging priority actions. This suggestion echoes comments from some workshops that existing county networks, such as the CLG and the Integrated Care Board (which helps co-ordinate health strategy), already function well.

4. Conclusions

This report outlines a year-long research project concerned with how food and agriculture can play a more substantial role in meeting councils' climate emergency commitments in Gloucestershire. The research process included policy reviews, 13 expert interviews, and four workshops with district council officers and members from all six districts.

The research used the EMC toolkit to identify which actions councils are already engaged with, which might be augmented with extra resources, policy guidance or partners, and which EMC actions were considered unviable. The four workshops provided council officials an opportunity to discuss food and farming activity in the county, and consider viable actions which could be further developed, resulting in the action plan shown in Annex 1. This plan has been refined following feedback from CLG members during the June meeting, and several follow-up steps have also been captured. Detailed delivery plans now need to be developed for each of the five most popular projects. These plans should identify:

- Partners for each project.
- Impacts sought, and evidence available on how each project will contribute to them (including potential emissions reductions).
- Inputs required, including expertise, policy framework and funding.
- Causal links, risks, assumptions and dependencies.
- Proactive pursuit of internal budget or external funding to enable projects.
- Plan for monitoring and evaluation.

Creating each plan could follow the government's toolkit "Guidance for Outcome Delivery Plans": <https://analysisfunction.civilservice.gov.uk/policy-store/the-analysis-function-theory-of-change-toolkit/>.

This research project has already been useful to CLG in building clearly identified food and farming priority topics by consensus, and creating impetus to pursue via delivery plans.

A final reflection relates to the use and usefulness of the EMC toolkit. The toolkit proved a useful framework for assessing existing and potential activity. Research participants were quickly able to use the range of activities listed to confirm that many actions were underway, under consideration, or desirable. This helped overcome a sense of pessimism at the constrained financial and staff resources many councils face. On the other hand, the EMC toolkit includes now outdated (COP26) or possibly simplistic actions for some of the district councils in Gloucestershire, while the safeguarding of productive land in rural and urban areas seems highly challenging given current planning policies and politics.

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Annex 1 - Action Plan

1. Making stronger use of the planning system

Insight:

- The planning system is highly influential on the retention of agricultural land use; the profile of High Street takeaways; opportunities for community growing etc. In particular, Gloucestershire's Economic Strategy 2024-2034 states that, "Development should be reduced on areas of agricultural value to maintain local food production." There is also concern about solar farms on productive land, and that such developments should allow for multifunctional land use where possible.
- Local plan development needs to be based on evidence, but since food is not currently a focus, there is limited evidence locally, so need to draw on national guidance and case studies.
- Planning departments are under huge pressure to focus on housebuilding, so collaboration amongst councils will help them to tackle other issues too.

Key Activities:

Review guidance for adoptable approaches, such as the many relevant planning policy levers identified in Sustainable Food Places' Good Policy for Good Food toolkit. Other examples of good practice which could be adopted include: ◦ Brighton and Hove's Planning Advice Note 06 – Food Growing and Development, and similarly, Cheltenham has a Supplementary Planning Document on net zero to inform developers, which could be updated to include a food theme and adapted by other councils ◦ London Borough of Islington's Location and Concentration of Uses Supplementary Planning Document (see p20-39) makes planning applications for new hot food takeaways conditional on achieving and operating in compliance with the Healthier Catering Commitment standard within six months.
Develop a county-wide policy that will ensure planning decisions can be successfully upheld by demonstrating their link to evidence and a clear local policy on food and farming climate targets. This would include identifying local data needed to enable a finer-grained approach to evidence.
Create a planning designation to protect assets of value to climate-friendly farming; processing, transporting and retailing sustainable, local food; community growing sites
Support planning officers to complete the Royal Town Planning Institute's CPD Climate Module
Join Planning for the Planet , which provides access to online resources and expert support.

Co-benefits: Climate mitigation and adaptation; nature recovery, farmers' livelihoods; expanding local supply chains

2. Supporting farmers' transition to regenerative agriculture

Insight:

- Many councils' policy outcomes are dependent on rural land management, such as food resilience; climate change mitigation and adaptation; nature recovery, and tourism.
- Gloucestershire's Economic Strategy 2024-2034 highlights the production of low carbon food, stating that, "This should include agroecological transitions through regenerative and organic farming methods supported by nature positive technologies."

Key Activities:

Use partners' networks to ask farmers how councils could best support them in the agro-ecological transition to ensure the action plan is farmer-led, effective and additional. Assign a CLG representative to lead the action plan preparation and delivery, drawing on partners' experience of agri-support programmes, low carbon livestock trials, the Gloucestershire Regenerative Environment and Agricultural Transition initiative etc., and making best use of the expertise at Hartpury, Royal Agricultural University, Countryside and Community Research Institute and FarmEd.
Develop the Agri-food and Rural Business Group's Rural Navigation Network and other initiatives led by the Group
Promote successful case studies from the Farming in Protected Landscape programme managed by Cotswold and Wye Valley National Landscapes
Showcase County farms as demonstrators, since they already offer some great case studies.
Continue supporting the CLG/GFFP-led funding bids to establish more farmer clusters in the county as a mechanism for accelerating transition.

Other partners: Agri-food and Rural Business Group, Gloucestershire Agri-tech Partnership, and Growth Hubs; National Farmers' Union, Country Land and Business Association, Farming and Wildlife Advisory Group, large rural estates, existing farmer clusters, County farm tenants, members of Nature Friendly Farming Network, Soil Association and Pasture for Life; University of Gloucestershire, Royal Agricultural University, Hartpury College and University and FarmEd; Gloucestershire Local Nature Partnership, Gloucestershire Nature + Climate Fund, Gloucestershire Wildlife Trust, Cotswolds and Wye Valley National Landscapes

Co-benefits: Climate change mitigation (low carbon farming and food) and adaptation (e.g. flood management); nature recovery; farmers' livelihoods; tourist economy

3. Encouraging more sustainable food and drink at council events, local festivals and other venues

Insight:

- Councils have several ways to encourage more sustainable food at events/venues, and in addition to leading by example, the impacts will extend beyond the events by stimulating wider behavioural change amongst attendees, changing practices amongst organisers, and supporting local businesses.

Key Activities:

Prepare guidance based on existing work. For council events: FoDDC is developing a Green Events Guide for council-organised events. For non-council events, Andrew Lansley is working with local authorities nationally, including Gloucester City Council, and organisations including Cheltenham Festivals, to develop a [Green Events Code of practice](#) for live events. Cheltenham Racecourse includes the carbon footprint of every dish on their menus.

Create council-wide plans for encouraging guidance's application based on:

- Enabling, whenever events were funded by the council
- Direct control, when events take place on council land
- Regulation, through licensing events
- Advocacy, when other levers unsuitable

Implement Public Health England's [guidance to councils](#) on encouraging healthy and climate-friendly food choices out of home

Encourage councils' approved suppliers to use local/sustainable ingredients

Other partners: Made in Gloucestershire, local food and other festivals, Cheltenham Festivals, Cheltenham Racecourse, Cotswolds Plus Local Visitor Economy Partnership

Co-benefits: Climate; jobs in local low carbon supply chains; health, by encouraging healthier options; reduce food waste

4. Promoting Healthy, Affordable, Sustainable Diets

Insight:

- There is a significant opportunity to connect healthy and sustainable diets. To change behaviour, the communication strategy needs to be consistent and persistent, with nuanced messaging in reflecting sensitivities amongst both the general public and local farmers.
- 10% of the NHS budget is spent on treating diabetes caused by obesity.

Activities:

Identify optimum diet for co-benefits to health, affordability, climate and nature based on data and case studies.

Convene communications taskforce involving councils' sustainability/behavioural change experts and partners (see below) to review existing guidance and [case studies](#), and then co-design and deliver a campaign about how to eat 'for health, pocket & planet' through those channels which are most influential.

Deliver parallel actions to help people to have the access, skills, equipment etc. to prepare healthier meals, given the 2024 [Lancet report](#)'s emphasis on the importance of multicomponent interventions in changing dietary behaviour to achieve health and climate goals.

Other partners: NHS/Integrated Care Board, Health and Wellbeing Partnership, the six Integrated Locality Partnerships, Feeding Gloucestershire and community groups.

Co-benefits: Climate, health, food affordability

5. Leveraging Public Procurement for Social Value

Insight:

- Public procurement provides a lever for councils and other public bodies to support both farmers transitioning to regenerative agriculture and low carbon food businesses. Councils can lead collaboration amongst public/anchor institutions.

Key Activities:

Build on Gloucestershire County Council and University of Gloucestershire's recent Living Labs projects, including to investigate potential for regional buying consortia and new technologies like dynamic food procurement.
Assign a CLG representative to 'horizon-scan' for related policy developments linked to Defra's <i>Towards a Good Food Cycle</i> (2025), Dimbleby's National Food Strategy 's recommendation 13 and the Crown Commercial Services interest in a south-west regional food distribution hub. The Scottish experience in the <i>Good Food Nation Bill</i> and the Welsh Government's <i>Buying Food Fit for the Future</i> initiative offer experience of aligning health and environmental objectives through public sector food procurement.
Support GCC in the task of transferring the Silver-standard <i>Food For Life</i> school meals contract to the new councils. Examine administrative, logistical and technical opportunities to contractually enhance the climate performance of the school meals service after transfer. Guidance should be sought from officers at Bath and North East Somerset Council in the specific task of benchmarking and evaluating the carbon impact of changes.
Evaluate and support existing initiatives, such as The Great Plate in Stroud which provides meals to local primary schools. Scale/replicate where this will be effective.
Encourage all individual schools (primary, secondary and academies), nurseries, care homes and hospitals to join Food for Life which provides a proven framework for embedding good food across those institutions' activities.

Other partners: Primary and secondary schools, colleges and universities, adult social care, hospitals and prisons; Stroud-based [Open Food Network](#)

Co-benefits: Climate mitigation and adaptation, health, jobs across local supply chains, nature recovery

6. Leadership in farming and food policies

Insight:

- Food and farming needs to be better recognised within councils as the source of/solution to a range of issues beyond climate, including health, food poverty/affordability, livelihoods/jobs, biodiversity, community wellbeing, environmental health etc.
- Because farming and food issues are split between county and district councils and across health bodies, and they do not lie within any one cabinet member's or senior officer's remit, councils' roles are unclear, opportunities for co-benefits are overlooked, and there are limited mechanisms for either collaborating or scaling successful initiatives.
- The process of reorganisation provides an opportunity to define a clear role for the resultant council(s), and to build on the evidence/case studies of co-benefits of council actions. However, in the interim, there is a risk of the issues remaining siloed.

Key Activities:

To provide leadership, designate a member and senior officer in each council to lead on food and farming. Establish a county-wide forum of council leads to ensure collaboration and a coordinated approach across partners.

Agree a county-wide quantified pathway to net zero which will highlight the relative carbon savings from changes to food and farming, and so prioritise councils' actions.

Foster systemic approach amongst partners and existing structures like the Local Nature Partnership, the Health and Wellbeing Board and Made in Gloucestershire by ensuring alignment of activities and outcomes. This could start by inviting the [Director of Public Health's Annual Report](#) to focus on improving food and farming's contribution to the county's health, economy and environment.

Work with local partnerships such as the [Gloucestershire Food and Farming Partnership](#), [Feeding Gloucestershire](#), the [Forest Food Forum](#), Cheltenham Food Board and [Cotswold Food Network](#) to pool expertise and resources, and adopt systemic perspectives.

Develop a directory for officers of existing local and national evidence, guidance and case studies of what farming and food initiatives work across climate, health, affordability, livelihoods, nature etc. to support policy proposals. Use [One Planet](#) tool both to make clear connections between economic, social, health and environment policies, and to identify more systemic actions and indicators.

Co-benefits: Greater efficiency and effectiveness across all environmental, health, social and economic aspects of farming and food policies.

7. Promoting local low carbon food businesses

Insight:

- Gloucestershire's Economic Strategy 2024-2034 highlights food as one of the county's economic strengths which is predicted to show some of the greatest growth between now and 2050, so need to avoid this growth driving up carbon emissions.
- Made in Gloucestershire has over 160 members and affiliates offering a strong platform for engaging businesses.

Key Activities:

Growth Hubs could provide more support to farming and food businesses through

- Providing more help on sustainability. Businesses are reportedly interested but unclear on how to do it, so hubs could expand advice on carbon reduction through workshops and 1-to-1 support, including through leveraging the farming expertise at the Hub based at Royal Agricultural University across the whole county
- Promoting [the Planet Pledge](#) amongst local hospitality businesses
- Helping sustainable businesses to access public procurement, linking to procurement initiative.

Made in Gloucestershire and Growth Hubs showcase local food and farming businesses who have improved efficiency, competitiveness and other benefits from investing in sustainability. Advisory resources could be signposted to Made in Gloucestershire members and through its website, along with organising local food suppliers and buyers networking events with a sustainability theme. Made in Gloucestershire could introduce a simple, pre-cursor to a complex, potentially expensive sustainability rating by producing a menu of voluntary climate actions to which its members could choose to pledge, and which could be used on their Made in Gloucestershire webpage and in their own marketing.

Strengthen local low carbon food supply chain infrastructure by

- Consolidate existing knowledge on missing local supply chain infrastructure (physical, digital, skills, social, human, legal and financial), and fill any missing gaps in this knowledge base
- Create strategy - led by Agri-food and Rural Business Group - to encourage public and private investment and social enterprises to deliver priority infrastructure

Other partners: Made in Gloucestershire; Growth Hubs; Agri-Food and Rural Business Group; Federation of Small Businesses, Gloucester Services, Gloucester Food Dock, independent food shops, Cotswolds Plus Local Visitor Economy Partnership, University of Gloucestershire, Local Nature Partnership and Gloucestershire Wildlife Trust

Co-benefits: Climate; future-proofing jobs and livelihoods; enabling residents' and visitors' spending to support businesses contributing to a climate-friendly economy.

8. Reducing Household Food Waste

Insight:

- Household food waste contributes around 5-8% of the UK's total greenhouse gas emissions.
- Food waste is a significant contributor to food poverty because people significantly underestimate the impact of food waste on their household finances
- Interim Gloucestershire Resources and Waste Strategy prioritises waste reduction, targeting high-impact materials like food. It quotes a 2019 survey which found that 25% of household waste is food, and only around 40% of available food waste is recycled.

Key Activities:
Determine key messages and actions around potential for financial savings from reducing food waste, estimated at £1000/year for a household of 4
Engage students at local colleges and universities to develop online and other media to promote these actions which can be shared via community groups
Since being part of a supportive group helps people to sustain a change in behaviour until it becomes a habit, encourage social groups to sign up to one or more actions and for members to provide encouragement to sustain that action for 2 months, and ideally to measure its impact. Target groups could include personal networks, social hubs like youth and sports clubs, classes in schools, workplace teams, WI branches, places of worship etc.
Use initiative to align communications with cookery skills training by councils and community groups.

Other partners: Feeding Gloucestershire, community groups

Co-benefits: Lower carbon footprint of food; social benefits by reducing household food expenditure; reduce councils' costs of managing food waste

This report was compiled by Aimee Morse, Daniel Keech and Benjamin Dent with contributions from Philippa Simmonds, Fahimeh Malekinezhad and Janet Dwyer.

Suggested citation: Morse, A., Keech, D., Dent, B., Simmonds, P., Malekinezhad, F. and Dwyer, J. (2025) *Gloucestershire Food and Farming for Net Zero – Integrating local climate policies*. Final report to Agri-Food Net Zero Network+. Countryside and Community Research Institute: Cheltenham.

Enquiries about the content of this report should be addressed to Aimee Morse, amorse1@glos.ac.uk

For further information about the Countryside and Community Research Institute:

Email: ccri@glos.ac.uk

Visit: www.ccri.ac.uk

LinkedIn: [Countryside and Community Research Institute](#)

For further information about Gloucestershire Food and Farming Partnership:

Email: info@gloucestershirefoodandfarmingpartnership.org

Visit: www.gloucestershirefoodandfarmingpartnership.org

LinkedIn: [Gloucestershire Food and Farming Partnership](#)

For further information about Climate Leadership Gloucestershire:

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