January 2026 - 7 Climate Friendly BoA Sustainable Food and Drink Group Action plan

Climate Friendly BoA Vision – Bradford on Avon to be a community that does not rely on fossil fuels and carries out sustainable and resilient lifestyles.

Objectives: We do this by working with our local councils to help make changes happen on the ground (eg planting, wider footpaths) and by enabling and supporting local people, businesses and other organisations to make more environmentally positive choices which:

- decarbonise and reduce personal and work-based energy use, and support community renewable energy (Energy group)
- reduce waste, re-use and refill wherever possible, recycle as a last resort. Repair items rather than buy new (Zero Waste group)
- restore nature and increase biomass and biodiversity (Biodiversity and Swifts group)
- concentrate on local/UK, seasonal and fairly traded food & drink, sustainably sourced (Sustainable Food and Drink group)
- promote and support sustainable travel (Sustainable Transport group)
- participate in and comment on consultations on climate and environmental matters in our town and unitary councils (Neighbourhood Plan group)
- engage the public through talks, discussion and events (Community Involvement group)

When choosing where to put our energies we assess first if the impact of our activity will be low, moderate or high and then prioritise those with a higher impact (all groups) .

We will also:

-lobby MPs and Government, our local councils, to hold them to account (each group as appropriate)

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Sustainable Food and Drink Group objectives

- **Overarching aim to encourage a sustainable food culture in BoA and beyond.**
- **Continue to follow emerging science, share information, work with others**

	Projects	Actions for each Project / Campaign	Timeline	Who	Impact measure -how will we know
1	Lobbying for 'Good Food for All', with better metrics for sustainable food and farming and support for agroecology	• Continue to raise awareness that the dominant carbon footprinting metric, based on emissions per kg of product, is a "driver" of intensive production and dietary exclusions, and is not a measure of environmental sustainability. • Support the World Farming Organisation (WFO) call for better metrics (see **here** for explanation of 'split gas' coalition).	Ongoing	SFADG	Wider local understanding of the issues (as discussed in our document 'Environmental Impacts of our Food and Drink: the Misleading Metrics' see **here**. Support from MP to continue lobbying for better metrics which support Sustainable Agriculture and a healthy food nation.
2	Outreach to local businesses re Provenance & Packaging (P&P) (see **here**) and Wiltshire Marque (see **here**)	• Encourage, and give recognition to, local food and drink businesses focusing on sustainable procurement and policies. • Outreach to new local businesses. • Consider developing new P&P introductory leaflet. • Distribute Wiltshire Marque leaflets to businesses. • Consider leaflet for households to encourage support for businesses with a commitment to environmental and ethical sourcing and sustainability.	Ongoing	SFADG working with Zero Waste Group, Fairtrade Group, Town Council and Wiltshire Council	Increasing focus by food and drink businesses on sustainability indicators in the P&P Self-Assessment. More local food and drink businesses on the Wiltshire Marque map. An increasing sustainable food culture in BoA.

3.	Continue focus on community resilience and food security	• See item 1 and 2 above. • Support local growing and cooking projects enabled through Wiltshire Council committee and encourage linkages between them (see **here**). • Ask MP and Wiltshire Council to provide support for growers/producers with less than 3ha land, who are not eligible for Sustainable Farming Incentive. And, scale appropriate technology for small-scale farmers and growers. • Invite updates on school allotments in BoA Community Area.	Ongoing	SFADG	Increased access to well-produced local food and drink. Increased community access to develop growing and cooking skills. Increased political and local support for small-scale farmers and producers and short supply chains.
4.	Plan visits, meetings and 'Farm and Nature Walks and Talks'	Programme to respond to current activities and opportunities.		SFADG	Increased community engagement in, and understanding of, sustainable food issues. Stronger links between food producers and the community.