



Sustainable Food Cities Conference 2017

*'Food Futures – Building a Good Food Movement
for the 21st Century'*

Building a local good food movement - platforms
for effective engagement



@FoodCities

#SFCconf2017



**SUSTAINABLE
FOOD cities**



Sustainable Food Cities Conference 2017

- 11.15 Intro & Post-It Questions
- 11.25 Public Sector & Policy Engagement in Brighton
- 11.35 Joining the Dots & Reaching Out in Bristol
- 11.45 Q & A
- 12.25 Roundup
- 12.30 Finish

@FoodCities

#SFCconf2017



Brighton & Hove



Brighton & Hove Food Partnership: Effective Engagement – What has worked for us



Brighton & Hove Food Strategy (2012)

- First in UK to take city-wide strategic approach to food (from 2003)
- Action plan for a healthier more sustainable food system
- Developed collaboratively with key partners:
 - city council; public health; NHS Trusts; universities; local businesses; community & voluntary sector



We are a hub: information, inspiration & connection

A non-profit organisation that helps people learn to cook, to eat a healthy diet, to grow their own food and to waste less food.

- Work with individuals
- Work with groups
- Work at a strategy and policy level

These are interconnected!!!!



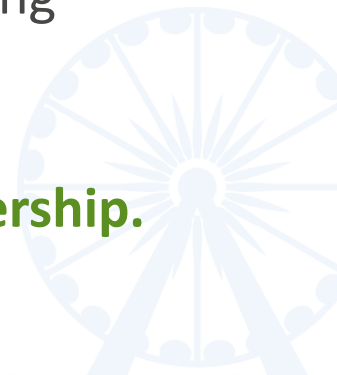
Strategy and policy – Embedding

- Ensure that food at the centre of policy making, not an ‘add on’
- embedded in other city policy and practice - Not ‘sit on a shelf’
- Engaging at ‘high level’ – round table, formal processes, inclusion in JSNA, Community strategy etc

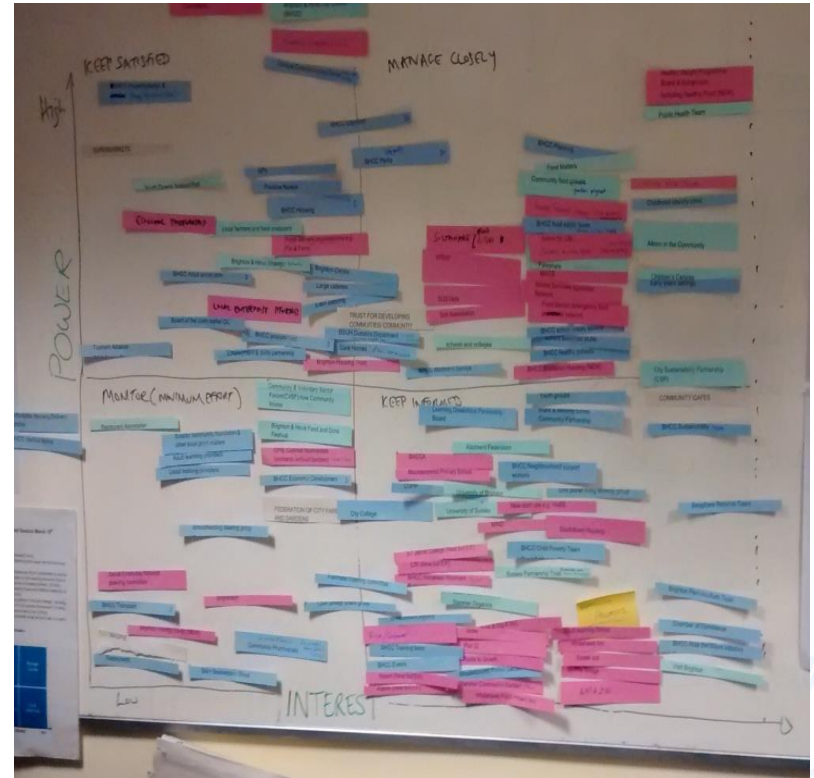
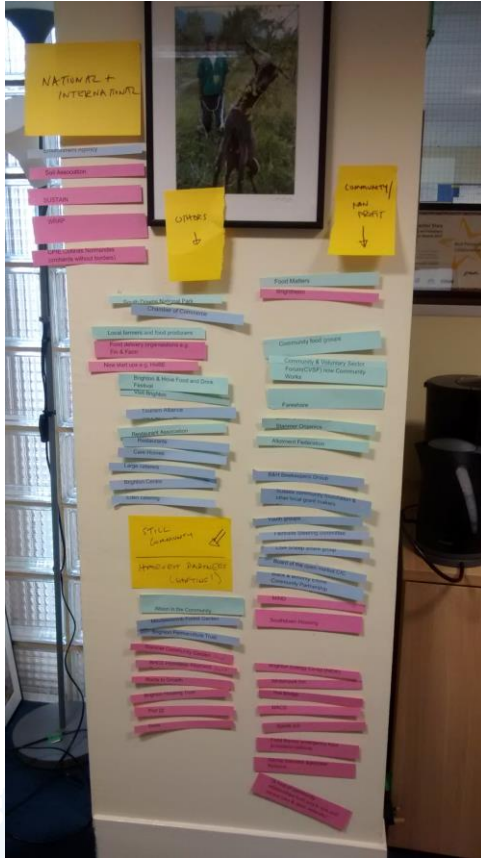


Engaging at different levels...

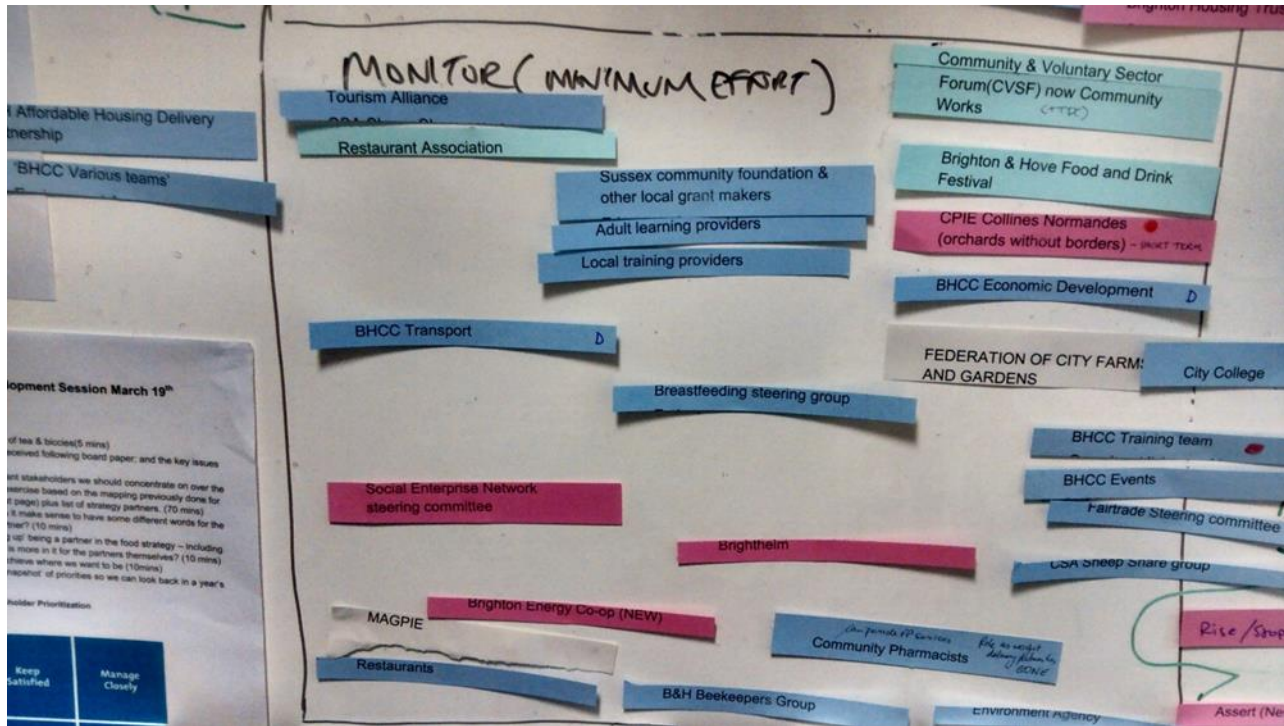
- 5,000 people signed up to our newsletter
 - NB used to call them 'members' but what did this mean?
- People who are 'interested' (NB many not local)
 - Facebook 2000
 - Twitter 7000
 - Website 5000 a month
- Consultation events – e.g. with community & voluntary sector, advice service network; Focus groups e.g. lunch clubs & food bank service users
- Our Service Users
- Networks we support e.g. food banks & community growing networks
- 'high level' engagement e.g. round table event
- **And building individual relationships..... we are a partnership. We are only as strong as our partners!**



An attempt to understand / manage partnership strategically



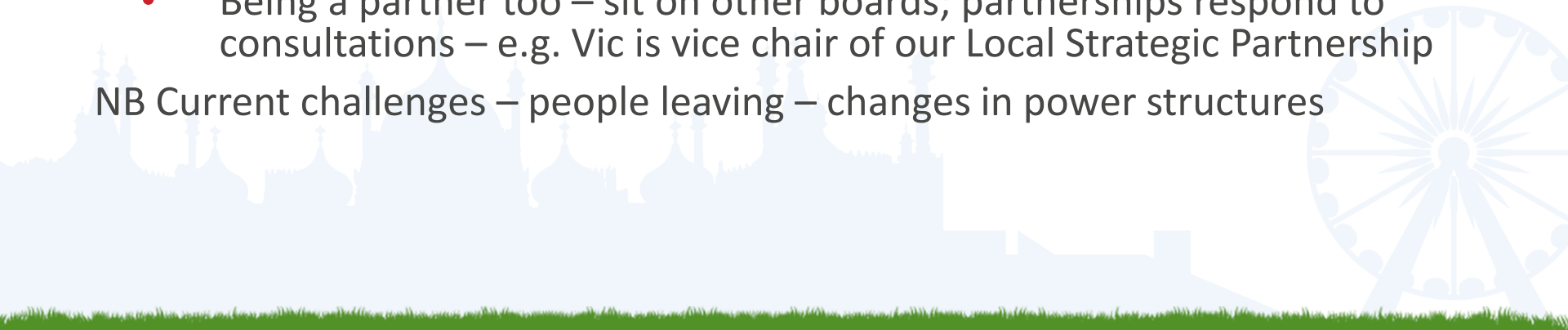
Deciding where not to engage directly & what to do instead – comms strategy



Key individuals - Partners and Champions (we don't call them that)

- Food strategy action plan partners
 - Strategy consultation = an engagement exercise – give people an action!
- service delivery partners
- Referrers to our services
 - (Referral Bulletin 700 readers)
- Other people we do stuff with (e.g. Sugar Smart, Healthy Start)
- Champions at different levels e.g. (former) Director of public health
- Our Board (representatives of key partner organisations)
- Councillors (cross-party support)
- Being a partner too – sit on other boards; partnerships respond to consultations – e.g. Vic is vice chair of our Local Strategic Partnership

NB Current challenges – people leaving – changes in power structures





Sustainable Food Cities Conference 2017

Joining the Dots & Reaching Out in Bristol



@FoodCities

#SFCconf2017




**SUSTAINABLE
FOOD cities**



Sustainable Food Cities Conference 2017

*‘Food Futures – Building a Good Food Movement
for the 21st Century’*

Building a local good food movement - platforms
for effective engagement



@FoodCities

#SFCconf2017



SUSTAINABLE
FOOD cities