



Mark Fishpool

Director, Middlesbrough
Environment City
Chair, Middlesbrough Food
Partnership



Middlesbrough – The Town

- Unitary Authority of 139,500 people, covering an area of about 7 x 5 miles - serves a total population of 667,500 in the Tees Valley Combined Authority area.
- Developed from the 1830s as a port and later as an industrial centre – iron, steel, ship and bridge building, petrochemicals.
- Decline in major industries has led to significant disadvantage – half of residents now live in the 10% most disadvantaged communities in England.
- Has resulted in a range of economic and social issues, including health inequalities.
- Significant change over the last 15 years – changing image and raising aspirations.



Middlesbrough Environment City

- Independent charity and company limited by guarantee – with its own Board of Directors.
- Work closely with Middlesbrough Council and community partners on promoting healthy and sustainable living using the ten principles of One Planet Living.
- Not just food – cycling, walking, energy efficiency, physical activity, addressing long term health conditions through sustainable living.



The Ten Principles of One Planet Living

	<p>Health and happiness</p> <p>Encouraging active, sociable, meaningful lives to promote good health and wellbeing</p>
	<p>Equity and local economy</p> <p>Creating safe, equitable places to live and work which support local prosperity and international fair trade</p>
	<p>Culture and community</p> <p>Nurturing local identity and heritage, empowering communities and promoting a culture of sustainable living</p>
	<p>Land and nature</p> <p>Protecting and restoring land for the benefit of people and wildlife</p>
	<p>Sustainable water</p> <p>Using water efficiently, protecting local water sources and reducing flooding and drought</p>

	<p>Local and sustainable food</p> <p>Promoting sustainable humane farming and healthy diets in local, seasonal organic food and vegetable protein</p>
	<p>Materials and products</p> <p>Using materials from sustainable sources and promoting products which help people reduce consumption</p>
	<p>Travel and transport</p> <p>Reducing the need to travel, and encouraging walking, cycling and low carbon transport</p>
	<p>Zero waste</p> <p>Reducing consumption, reusing and recycling to achieve zero waste and zero pollution</p>
	<p>Zero carbon</p> <p>Making buildings and manufacturing energy efficient and supplying all energy with renewables</p>

Middlesbrough Food Partnership

- Unconstituted group – with a Terms of Reference.
- Wide and open membership – includes Middlesbrough Council (Public Health, Procurement, OPL), Middlesbrough College, Teesside University.
- MEC provides chair and administration for the Partnership funded by Middlesbrough Council Public Health.
- Sits within wider structures within the town – including One Planet Living Action Group, Financial Inclusion Group and Fairtrade Group.
- Develops and oversees implementation of the Middlesbrough Food Action Plan:
 - Role in influencing policy (eg procurement, Fairtrade).
 - Some delivery is through existing resources, including influencing changes to delivery of existing initiatives.
 - Also partners apply externally for funding for specific initiatives (the Partnership as a whole does not apply for funding).
 - Overall focus is on meeting the needs of the town with food as a vehicle.



Influencing Change - Theory

- Strategic fit – how do our priorities fit into local policies and priorities.
- Decision making and politics – where does the power sit, access and framing.
- Leverage with different sectors – including profile and providing evidence.

Influencing Change – Messy Reality

- Understanding the agenda of our local actors – especially larger public sector organisations.
- Supporting our larger organisations to deliver their (and the town's) priorities – what are we bringing to the table?
- Engaging meaningfully with politicians, organisations, groups and partnerships in the local area.
- Taking time to build trusting relationships.
- Looking to embed change in policy that is resilient to changes in personnel.



Challenges

- Dealing with conflict, particularly when organisations don't follow their own policies and procedures.
- Still finding it challenging to engage with some organisations.
- No matter how much we try to influence policy, many relationships are built through individuals and these relationships can be fragile.