

Working with businesses – Food City Bournemouth and Poole

Why We Do It – opportunities and threats



Image: Vicky from Food For A Change

WWW.SUSTAINABLEFOODCITY.ORG

***The ethical food market grew to
£5.4bn in 2005***

***Total UK tourism spend on food
and drink in 2014 totalled
£29.6bn***

***Eating out accounts for 22% of
family food spend***

***A third of all food produced is wasted –
1.3bn tonnes***

***It takes 7-10kg of grain to produce
1kg of meat***

40% of all UK food is imported

***In 2009 30% of children in the UK
were overweight or obese***

***26% of children in Bournemouth are
in food poverty***

Selling yourself – it's a competitive market

Understand who you are.....



Values Mission & Vision

The Sustainable Food City Partnership, our mission and activity we support and develop are underpinned by our values and beliefs. They guide both our strategic planning and day-to-day work. They are what we stand for.

UNITY

We strive to connect and unite all our communities around a shared belief in the value of good, healthy food.

STEWARDSHIP

We care for, value and preserve spaces for growing, cooking and eating food, food knowledge and culture with honesty and integrity.

RESILIENCE

We work to create resilience across the food sector, building food security whilst remaining a dependable, sustainable Partnership.

NOURISH

Food the most as well so we create any all to nourish

Our values have helped shape and plan what it is we want to achieve; our vision of creating:
A FLOURISHING CITY REGION WHERE GOOD FOOD AND BETTER FOOD CHOICES LIE AT THE HEART OF EVERY COMMUNITY.

To realise this vision, we will continue to deliver our mission of:

WORKING TOGETHER TO CONNECT, SUPPORT AND ENABLE OUR FOOD COMMUNITY TO GROW A THRIVING FOOD SECTOR AND GOOD FOOD NEIGHBOURHOODS.

Bournemouth & Poole
Sustainable Food Cities Partnership
Network Member
SUSTAINABLE FOOD CITY PARTNERSHIP

.....and what you have to offer

Recognise it's a marketing offer



What does a business want....

- Marketing advantage
- Access to meaningful consumers
- Corporate Social Responsibility
- Employee health and wellbeing

To improve the bottom line and/or look great

Image: Michael from Le Petit Prince, Westbourne

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Know how you fit

Identify businesses and do your research

Know your hooks before you pitch

You're not going to be right for everyone

Behave like an enterprising organisation

Targets in Bournemouth and Poole

Food outlets

Large employers

**Build a network through accreditation –
visibility and a critical mass**



Our accredited network



AWARDING EXCELLENCE IN SUSTAINABLE FOOD

Accredited areas



Sourcing local products



Sourcing sustainably



Managing waste & recycling



Working with communities



Communication

Monitoring in partnership



Managing waste & recycling



What do they get



WHAT'S INSIDE?



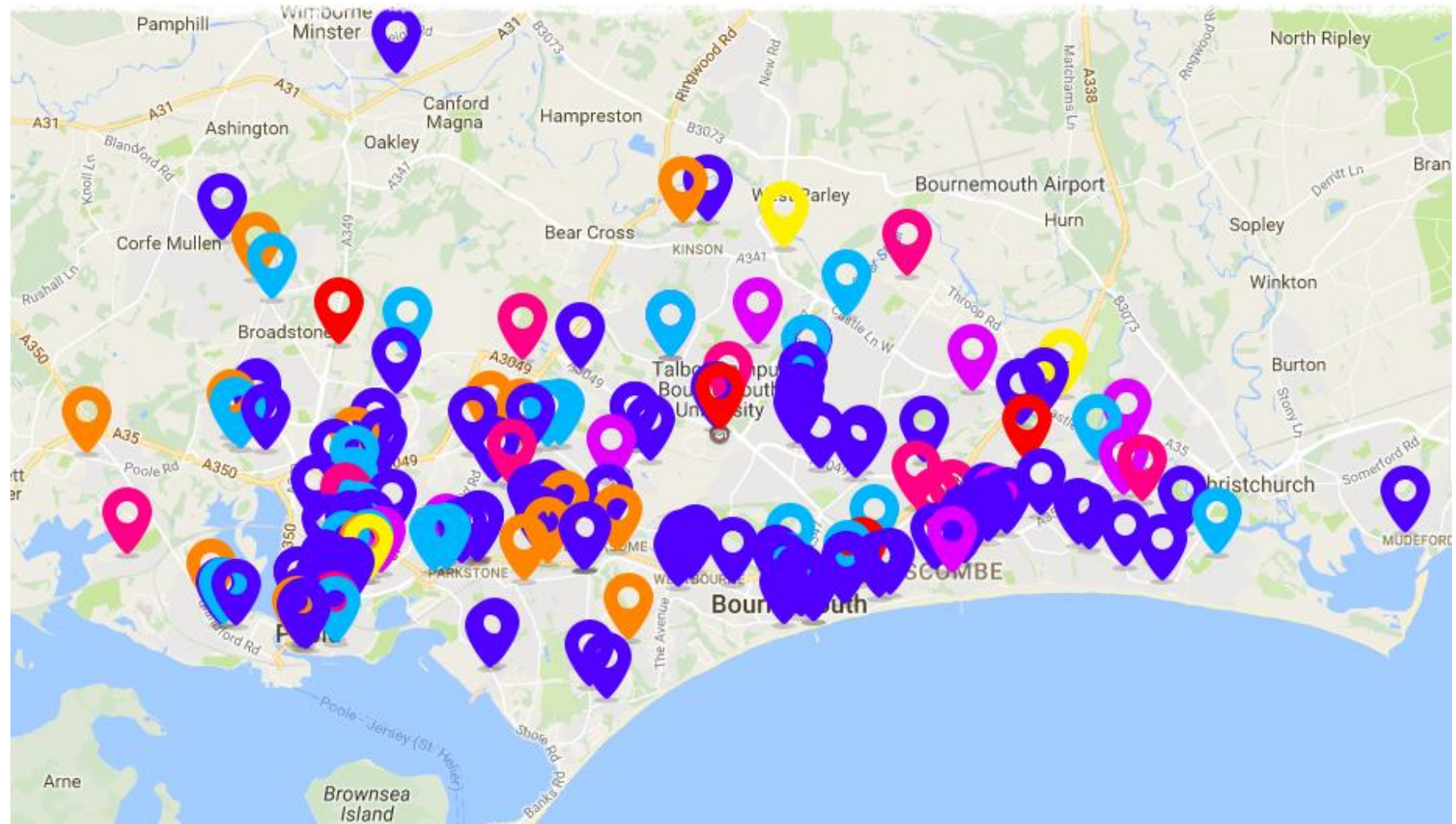
We have created a digital pack for you to download that contains a copy of your partner logo to promote your involvement as a partner.

[DOWNLOAD THE FILE NOW](#)

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What do they get

-  Business
-  Community food project
-  Community garden
-  Community meal
-  Lunch club
-  Organisation
-  Schools and colleges



What do they get



[Home](#) » [Arbor at the Green House Hotel](#)

Arbor is a 2 rosette restaurant located in the Green House Hotel on East Cliff. Both the hotel and restaurant have sustainability at the heart of what they do and have been recognised as one of the top 'eco hotels' in the world.

Arbor continues to win numerous awards, not only for the quality of its food but also for the sustainability of their ever changing seasonal menu. The restaurant focuses on providing honest, uncomplicated but imaginative food with a huge emphasis on local sourcing. The relaxed atmosphere and keenly priced menu makes the restaurant a great place to eat, while knowing they've taken the headache out of making sustainable food choices. Arbor is one of the few

atmosphere and keenly priced menu makes the restaurant a great place to eat, while knowing they've taken the headache out of making sustainable food choices. Arbor is one of the few restaurants in the UK to have been awarded the highest 3 star accolade from the Sustainable Restaurant Association.



Involvement

Arbor have been involved with the Sustainable Food City Partnership from the beginning, and in fact one of our first ever workshop events was held there. They are a founding member of and regularly participate in our Restaurant Hops, made the first ever pledge to our Sustainable Fish City campaign, as well as being generally all round amazing with their food sourcing policy. They also very kindly sponsor our Partnership and help us do all the things we do.

Sourcing local products

Wherever possible their products are sourced locally. They come from a variety of different local producers and details of each can be found on their menu. The staff are also more than happy to answer any questions about the local food they offer.

Sourcing sustainably

Not all products a restaurant needs can be sourced locally, particularly the after dinner coffee. When they can't find what they need from a local supplier, they ensure that they use Fairtrade products and ingredients as well as committing to our Sustainable Fish City campaign and only serving sustainably sourced fish.

Managing waste & recycling

As the menu changes to match the seasons and the availability of local produce, they only order in small quantities which minimises waste in the kitchen. The dishes provided are designed to be

What's in it for businesses

Adding value through....

Positive association with a beneficial brand

The difference between local and national

Promotional activities

Restaurant Hops

Food Safaris

Good Food Fringe

Markets and events

Special offers and promotions etc.

Delivering on shared agendas



What's in it for you

Adding value through....

Strength in numbers

Recognition of the sector

Strength in association

Credibility

Project partners

Increased resources – cash!

Sponsorship

Delivering shared agendas



Image: Debbie from Charminster Food Bank



www.sustainablefoodcity.org

Just remember



Know who you are

Have a clear and understandable offer

Understand the needs of each business

Bind them together in a community that has value

Give them an association to be proud of

Make sure you get something out of it too

Be entrepreneurial!