

# Building a good food economy campaign

## Sustainable Food Places

Yearlong £7.5k grants to test ways to strengthen your local good food economy

Celebratory

Strategic

Targeted

# Celebratory

Showcase and celebrate your vibrant or emerging network of good food enterprises who are doing innovative things to increase access to healthy and sustainable food and offer opportunities for communities to become active food citizens

# Strategic

Seed funding to starting laying the ground work for growing the local good food economy. An opportunity to map the diversity of food enterprises in your region, understand what infrastructure and funding is needed and start to build the necessary networks and spheres of influence to effect longer term change.

# Targeted

Work with a sector or subset of enterprises to find ways to: increase resilience and move towards more sustainable or community focused models, work with sectors to source from farmer-focused supply chains and/or increase access to healthy and affordable food

# Celebratory

Showcase and celebrate your vibrant or emerging network of good food enterprises who are doing innovative things to increase access to healthy and sustainable food and offer opportunities for communities to become active food citizens

## Case study: Food Plymouth

Showcasing good work locally through:

- Sharing stories about local food enterprises:
  - case studies, photo-stories, films, 'meet-the-maker' type events
- Building a network and working group of good food enterprises in your area to develop a vision and encourage peer-to-peer learning
- Running celebratory events, awards programmes, producer pitch events, food trails
- Creating active food citizens by developing ways for local communities to be actively involved in the good food economy

# Strategic

Aim: getting food on to the local authority economic agenda

## Case study: NESFA

- Do a health check/ state of the sector report to understand how much food retail in the local region is alternative and to set the agenda
- Build a roadmap for a future campaign exploring:
  - building a case, who you need to influence, what new infrastructure needs to be invested in, how a campaign could be funded, setting targets ie. 10% alternative retail in X region by 2032, identify the levers of influence - especially with the local authority, developing a local plan
  - Developing 'oven ready' projects and bids to align with levelling up agenda
- Start to form a coalition with alternative food retailers, procurement groups, economic development and other relevant stakeholders to inform wider work.
- Developing a local declaration similar to healthy weight declaration – and a strategy that links in with this declaration - a set of priorities in a local area – where targeted support and celebratory work feeds into this

# Targeted

Work with a sector or subset of enterprises to find ways to: increase resilience and move towards more sustainable or community focused models, work with sectors to source from farmer-focused supply chains and/or increase access to healthy and affordable food

## Case study:

**Markets - Arran, [Exeter: new online food market.](#)**

**Transition - [Tower Hamlets: scaling up food coops](#)**

- Markets: could you set up a market in your locality? could you work with your street market to source from farmer-focused supply chains? could you work with your farmer's market to offer accessible options (Healthy Start, Alexandra Rose)?
- Alternative retail: How can you work with alternative retailers to engage with the cost of the living crisis and increase access to healthy and affordable food?
- Emergency food hubs: Could you support the emergency food hubs set up from covid transition to food coops, pantries or other alternative retail models? Development of a community food retail network
- Focused ask: Increasing number of businesses paying living wage

# What is the role of SFP/Sustain?

- Support with developing good food economy plans / checklists for good practice
- National webinars on key and focussed issues
- Sharing case studies of best practice
- A national celebration or awards programme – a new improved urban food awards?
- Co-designing a local authority declaration as part of the campaign – checklist of what local authorities can be doing to support food businesses (look at good food retail briefing). Looking for places to design, test and implement the declaration.

# Developing a declaration for local authorities

- Similar to Local Authority Declaration on Healthy Weight
- Food partnerships to co-design a declaration based on actions the local authority can take
- Set of priorities and commitments identifying some principles to support/incentivise local food businesses to serve healthier, more sustainable food whilst supporting the community
- Once developed, food partnerships can work with their LAs to sign the declaration as part of the campaign



# Questions to discuss

- What is the role of SFP and Sustain in strengthening local campaigns?
- Would you be interested in co-developing and testing a good food economy declaration as part of a campaign? Would this work in your local area?
- Is there an appetite for a broader Sustainable Food Places award/celebration for businesses and enterprises. How could this work?