



Explanation

At the heart of any successful food partnership is a strong **vision** or overarching purpose that stakeholders buy into and commit to. The work of the Food Partnership needs to focus on people coming together and working collaboratively around a common purpose rather than things happening ad hoc and independently.

Time spent building a common understanding of what a Food Partnership is trying to achieve will pay dividends in the future as this is the 'glue' that holds the Food Partnership together as it matures. Partnerships that are re-starting after a period of inactivity may also find it useful to hold a visioning event to refresh and re-confirm the common purpose to ensure ongoing buy in of key stakeholders.

Many SFP Network members have found it useful to present their vision in the form of a **Food Charter** presenting their **vision** (the overarching purpose) and the **aims** expressed as outcomes that they will focus on delivering and that contribute directly towards achieving the vision.

A clearly written Food Charter can be a great communication tool for your Partnership. It can provide:

- a clear statement of what you are trying to achieve
- a tool for promoting the Food Partnership
- a convening document to build momentum towards establishment of a Food Partnership
- a focus for recruiting and galvanising key partner organisations and individuals
- a structure or framework upon which to build your Food Strategy and Action Plan.

Developing a vision and charter

The process of developing a vision and charter usually occurs at the beginning of the Food Partnership journey. As outlined in the [Stakeholder Engagement and Steering Groups](#) tool, key stakeholders and participants will initially come together to share thinking and explore a common vision and aims. So, it is usually the lead partners and/or the Steering Group who develop the vision and aims for the Food Partnership.

Key to the development of a vision and charter is a strong sense of ownership for the Food Partnership and the local stakeholders and communities it represents. Before developing your Partnership's vision and outcomes it is worthwhile seeing how other SFP members have presented their Food Charters.

The following examples show a range of different Food Charter styles, content and approaches:

[Aberdeen Food Charter](#)

[Hackney Food Charter](#)

[Birmingham Food Charter](#)

[Kirklees Food Charter](#)

[Bristol Food Charter](#)

[Lancashire Food Charter](#)

[Cambridge Food Charter](#)

[Leicester Food Charter](#)

[Cardiff Food Charter](#)

[Newcastle Food Charter](#)

[Carlisle Food Charter](#)

[Oxford Food Charter](#)

[Durham Food Charter](#)

[Stoke-on-Trent Food Charter](#)

[Glasgow Good Food for All Charter](#)

[Gwynedd Food Charter](#)

Many Food Partnerships structure their Food Charters specifically around the **6 SFP themes** whilst others have developed alternative structures based on their own expression of local priorities, outcomes and themes.

Most Food Charter structures (including those adhering the 6 SFP themes) follow what are referred to as the **3 pillars of sustainability** as applied to food.

Sustainable food

Food that is produced, processed, traded and disposed of in ways that:

- contribute to thriving local economies and sustain the livelihoods of people working in the food sector – **ECONOMIC SUSTAINABILITY**
- protect the diversity of both plants and animals and avoid damaging natural resources and contributing to climate change – **ENVIRONMENTAL SUSTAINABILITY**
- provide social benefits, such as good quality food, safe and healthy products and educational opportunities – **SOCIAL SUSTAINABILITY**

Many Partnerships also add Food Charter aims/outcomes focused specifically on:

- **food, health and wellbeing**, and on
- **good food governance** and the way the Partnership works.

Food Charter top tips:

- Make it broad in scope to allow for changing priorities further down the line
- Reflect the range of key issues identified locally (these often tally with the **6 SFP themes**)
- Keep it short and easy to communicate to a wide audience
- It's a good idea to include your Food Charter vision statement in your Terms of Reference (see the [Terms of Reference](#) tool).

Introduction

- A useful way to start the visioning process is to run a **visioning meeting or workshop** where the partnership co-ordinator or Chair facilitates discussion around key questions that help to explore the group's common purpose and key aims
- There is no model or blue-print for developing a Vision and Food Charter
- The following process is a suggested approach to a visioning meeting based on experience of workshop facilitation with partnerships and alliances both within the SFP Network and elsewhere
- It is not a rigid programme – more a basic guide of how a participatory planning meeting could be structured.

You will need:

- Flip-chart paper, post-it notes, thick and thin coloured felt-tip pens

What to do

- The Steering Group should plan to meet for at least 2 hours
- The following suggested sequence of questions and approaches could help make the meeting effective and productive.

Question 1

A sustainable food system for **XXXXX** (your place/city)
What 1 THING would you like to see in 10 years' time?

- All participants write their response on a post-it and add it to a flip-chart
- When everyone has added their **1 THING** go around the group asking everyone to introduce themselves and share their **1 THING**
- Explain the purpose of the meeting and what you hope it will achieve

Question 2

- Explain the following scenario:
 - On your way here you bump into an old friend you haven't seen for a while
 - They ask you where you are going
 - You tell them you going to a planning meeting for the XXXXX (your place/city) sustainable food partnership
 - They then ask: A Sustainable Food Partnership for **XXXXX** (your place/city)

What's that all about?
What do you say?

- All write responses – one or 2 sentences at most – on post-its
- Share responses, discuss, clarify and cluster/identify common statements
- Identify statements that most people agree sum up the purpose of the Partnership most effectively – add parts of statements together if necessary
- **Seek consensus on a draft statement of the VISION for the partnership** that may require further work – e.g. on grammar, ordering, specific wording and vocabulary

Question 3

- Explain the key themes of sustainable food (as described in the explanation section: environmental, social, economic, health and wellbeing, governance)
- Alternatively, explain the 6 SFP themes
- Consider **Question 1** again but in more detail and for each theme

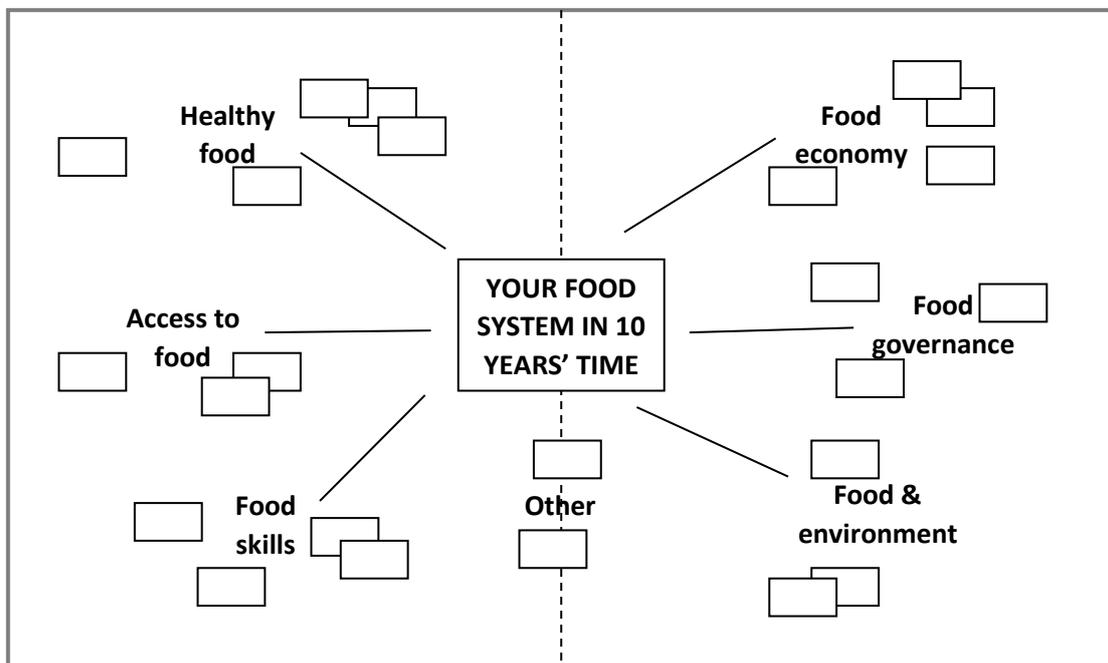
What should a sustainable local food system in XXXXX be like 10 years from now?

What will have been achieved under each theme?

Prompt questions:

- What will success look like?
- What will be delivered?
- What will be in place – structures, strategies and policies?
- What will have changed?
- What will people be able to do?
- What will be happening?
- What will not be happening?

- Discuss and document comments or suggestions using a flip-chart
- The flip-chart could be organised as shown below:



- Based on the post-its for each theme discuss and determine clear statements that sum up clear aims or outcomes
- Draft statements for each theme as the basis for the Food Charter aims.