

## **FeedingManchester<sup>2</sup> on Saturday 24<sup>th</sup> October 2009. Afternoon Workshop write up.**

**Workshop 1 - What lessons can we learn from the morning presentation, and what inspiring examples can we use to shape the practical delivery of Manchester's sustainable food strategy?**

<b>Develop infrastructure to enable an increase in local food production.</b>			
<b>Existing examples in Greater Manchester:</b>		<b>Inspirational examples outside Gtr Manchester:</b>	
<b>Group B:</b>	<b>Group A:</b>	<b>Group B:</b>	<b>Group A:</b>
Carbon reduction innovation fund	Hulme Community Garden Centre	A local food hub	Landshare
Abundance Manchester	GOG (Bolton)	Roving Markets	Salop Drive Market Garden, Sandwell, Birmingham
Cracking Food	BITE	London Food Links	Organic Lea, London
Landshare	Wythenshawe Park	Growing Communities	Allotments
Manchester Markets	Community Orchards	Use healthy start vouchers in community food projects	Garden Share
	Green Pound		
	Emerge		
	Walled Garden		
	Manc Permaculture Network		

<b>Increase education, skills and awareness among residents and industry about sustainable food through national programmes and media.</b>			
<b>Existing examples in Greater Manchester:</b>		<b>Inspirational examples outside Gtr Manchester:</b>	
<b>Group B:</b>	<b>Group A:</b>	<b>Group B:</b>	<b>Group A:</b>
Herbie	Hulme Community Garden Centre	Jamie Oliver	Slow Food Movement
Fareshare	BITE	Lucy Orta	Soil Association
Food & Drink Festival	GOG runs courses in organic gardening	BBC Gardeners Question Time/ Gardeners World	BBC
Community Nutrition Service HLN	Parrs Wood Rural Studies Centre	National Trust	Bristol Transition
Emerge food	Manchester Permaculture Network	Den Haag, HDRA – growing schools, Food for Life	Sustain
Adopt-a-chef (NW)	Emerge	Change for Life	Jamie and Hugh
Lets Get Cooking (NW)	Abundance	Slow Food Movement	Thrive
Points 4 Life	Good Grub Clubs – Adult Social care Manchester	Sustain	RHS
Incredible Edible	Wythenshawe Park & Wardens	French/Italian/Spanish Food Markets	Garden Organic
Fever 8	Walled Garden Project	Food Task Force – Chris Namba	Off-Shoots
Zest	Debdale Eco Centre	Sustainable Fishing	
	Transition		
	Sow the City		
	Glebeland's Market Garden		

## Encourage and enable more people to grow organic food at home and eat less meat.

Existing examples in Greater Manchester:		Inspirational examples outside Gtr Manchester:	
Group B:	Group A:	Group B:	Group A:
Chorlton Plant Swap	Hulme Community Garden Centre	Gardeners World	
Vegetarian Society	GOG Bolton	Meat Free Monday	
Vegan Organic Network	Transition	Delia Smith (Eat less processed food)	
The Boaz Trust	BITE	Feast Southwark	
St Sebastian CC (Kevin Oakly), Salford	Walled garden & Community farm	The Edible School Yard – School Project USA - Book	
MRSN Sustainable Food Project	Debdale Eco-Centre	Urban Farmer, San Francisco - Book	
Debdale Eco-Centre	Allotment society	Increased use of Landshare website	
Bayley Hall Cafe Hyde Park	Wythenshawe park	Off Shoots, Burnley	
	Parrs Wood Rural Education Centre		

## Extend community micro-growing projects.

Existing examples in Greater Manchester:		Inspirational examples outside Gtr Manchester:	
Group B:	Group A:	Group B:	Group A:
Hulme Community Garden Centre	Bolton Gathering of Organic Growers – support network of community gardens 'GOG'	Food Up Front	Cuba
Harp Cafe in North Manchester	Manchester Permaculture Network	Guerrilla Gardening	Salop Drive Market Garden
Alex Rd South Allotments	Lost Plot (AFSL) allotment in Southern Cemetery Allotments	Comfrey Project, Newcastle	Incredible edibles
St Margaret's Community Garden	Allotment society	Concrete to Coriander	Garden House (M.I. USA)
Abundance	BITE	Fruit Tree Planting	Gorilla Gardening
E. Manchester Growing Club	Abundance Manchester	Bost London	
Parrs Wood Rural Studies Centre	Walled Garden	Fritz Haeg	
Alley gating growing schemes	Hulme Community Garden Centre	Grow Sheffield	
Allotment regeneration and mixed used	Bayley Hall Hyde Park (Alison Stockledge)	Halifax, W. Yorks: Community allotments, NHS/Calderdale, Healthy Towns, + Pennine Housing.	
Cheatham Hill CC – Pat Smith	Wythenshawe Park		
NEPHRA Luncheon Club	Debdale Eco-centre		
The Leaf Project	Debdale park network		
Woodhouse Park Allotments	Groundwork		
GAPS			

Existing examples in Greater Manchester:		Inspirational examples outside Gtr Manchester:	
Group B:	Group A:	Group B:	Group A:
Wythenshawe Park walled garden			
Cavendish School Veg plot			
The Lost Plot			
The Heap			
Tangmere Court			
Abundance Veg Plot			

### Lessons learned – Group A:

Not reinvent wheel

- learn from best practice
- tap into existing experience/project

Broad financial base.

- without compromise
- value driven
- organic spend vs community payback team

Apprenticeships – growing experience

Co-ordination at Council Level – too complex

Redeploy Local Authority resources

Co-ordination between Community/Voluntary sector and Public sector

Outcome driven/Accountability for funding spent

Better presenting ourselves as real community sector

Improve clarity/decision making process

Land identification

Community engagement – community control

New networks, new partnerships

Involving business in the Community

Tapping in to LA plans, marketing

Getting our house in order:

- Accountable
- Approachable
- Recording results
- Making ourselves visible

### Lessons learned – Group B:

Important to link-up

Make things last

Jenny/fertility of soil/compost

Not too broad/localise

Across a boarder

Share what works/resources

## Group C:

<b>Create social enterprises to develop the growth of urban agriculture and market gardens</b>	
<b>Existing examples in Greater Manchester:</b>	<b>Inspirational examples outside Gtr Manchester:</b>
Glebelands	Incredible Edible Todmorden – Calderdale Council £10 registration fee payable for indefinite access to Council owned land for food growing
Healthy Start Vouchers (Unicorn/Herbie)	Stroudco
Fairfield Anaerobic Digester	Low Hub Transport
Glazebury	CSA
Unicorn	Oklahoma Food Co-op
Hulme Community Garden Centre	Growing Communities

<b>Develop a food sustainability quality mark for the catering and restaurant industry.</b>	
<b>Existing examples in Greater Manchester:</b>	<b>Inspirational examples outside Gtr Manchester:</b>
Food for Life	“Peak Choice” (quality local food mark for Peaks area) – could be used by caterers.
Climate Friendly Food	Leeds University Quality Marks (does Manchester have anything similar?)
Time is Ripe	Swan Eco Labelling
Green Business (Visit Manchester – Isinglass restaurant has it)	Case Study London Food Links
Regional food group quality marks for supply 'Taste of the North West'	Bradford's Food Strategy
	Healthier Food Mark (not as inspirational as e.g. F4L, but important to be aware of it).

<b>Develop (commercial) infrastructure to enable an increase in local food production.</b>	
<b>Existing examples in Greater Manchester:</b>	<b>Inspirational examples outside Gtr Manchester:</b>
New Smithfield Market	Growing Communities
Grower buyer 'talking shop' - Unicorn/Dig/Glebelands/Glazebury	Reas Heath - premises for small scale food processes
The Time is Ripe	

<b>Establish a local food hub and farmers market to connect local producers to small district markets</b>	
<b>Existing examples in Greater Manchester:</b>	<b>Inspirational examples outside Gtr Manchester:</b>
New Smithfield Market	Growing Communities
Farmers markets in Greater Manchester (Piccadilly, Altrincham, Stockport, Northernnden, Ashton)	Myrescrof Colleges – agriculture colleges, food hubs, catering training and processing facilities
Country Markets	Get the Farmers Markets FARMA regulated
Unicorn	

## Lessons to learn to make the delivery of this plan effective – Group C

The brand/sustainability quality mark:

- Don't have lots of separate marks – one brand should be used (don't compete or confuse the consumers).
- Choose a model that really works, don't start from scratch

Be careful with the definitions/terminology – e.g. social enterprises should include socially minded enterprises – some businesses including co-ops aren't legally defined as social enterprises but should be (e.g Unicorn & Dig).

Be aware of the changes that will happen if there is a change of government – sustainable food may get a lower or higher priority (which will impact on funding).

Manchester City Council needs to do this without an ego – learn from what's already out there and work with people. Don't reinvent the wheel.

Become an enabling Council – need to make resources available – land (support & money etc.) like Calderdale for example (Incredible Edible Todmorden), and make the processes easier (planning etc.), and protect good land for growing (from development).

Planning regulations need to improve to include e.g. growing space (of the right grade for production), cold sheds in houses (instead of fridges) – like they used to.

Environmental health and Trading Standards – we need to understand the regulations and they need to know what the issues are for small businesses.

The best ideas are people just getting on with doing it, taking action on a small scale – for example with Growing Communities just sorting out the drop off point at the school and getting on with it themselves not waiting for funding, or getting involved with council bureaucracy etc.

We are doing this now already! It's not a plan for the future it's already happening – we need to get better at publicising ourselves – branding is really important. Good examples where people have got celebrities behind them.

Communication is key – prove we can do it, use good evidence for example people could summarise how their project works, what the benefits are etc., to show to GP's.

We need to use the media to encourage the council.

*FeedingManchester* could write something like a list of demands or guidance re: how Manchester City Council should/could deliver this plan.

## Workshop 2 – Developing a voice for the sector.

*What ways are there for us to influence and engage with local and regional food action plans?*

### Group A:

	<b>Dialogue &amp; information:</b>	<b>A campaign:</b>	<b>Central gov't influence:</b>
<b>Idea:</b>	Challenge Manchester 'the country' most sustainable city in terms of food procurement	Demonstrate the need – results/demands on projects.	To prove that sustainable food can be produced and distributed to everyone.
<b>Detail:</b>	<ul style="list-style-type: none"> <li>- fits with green city agenda.</li> <li>- is an area over which they have control and can be held accountable.</li> <li>- would have significant impact on local food supply – knock on across the sector.</li> </ul>		Good food 'currently' does not equal sustainable food.
<b>Question or concern:</b>	<p>This is a challenge not a solution.            We need to present a solution.            What if they say no – left with 'nowt'            Measurable Outcomes.            How does this demonstrate why this should be a priority.            Council will say it costs too much.</p>	<p>How are you going to do it?            Who are you going to present it to?            Who specifically in the council – so many people in the council involved in the process &amp; making decisions.            How long will it take?</p>	<p>Lack of sustainable food definition in the Climate Change action plan.</p> <p>How/who:            prove strong/hard to do.            Practically or research?</p> <p>How do you prove the above?</p>
<b>Solution to that question:</b>	<p>Need to demonstrate that the environmental impact outweighs the financial savings (cheap food).            To evaluate and show the impact and monitor progress – Prove it!</p>	<ol style="list-style-type: none"> <li>1. It would need to be scoped.                Collate 'need' section from all our funding bids – share our research.</li> <li>2. Food Futures – Richard Sharland &amp; Richard Cowell.</li> </ol>	<p>Data from outside Manchester – Cuba etc.            Use SUSTAIN's definition.            Case studies rather than overarching empirical data.            Practical 'Vs' Research – Both.</p>
<b>Response:</b>	<p>How accountable are the council?            Practical Action will demonstrate why it should be a priority.            Royal Brompton hospital demonstrates it isn't more costly overall.            Measurable outcomes can be developed by MCC as they can quantify what they procure.</p>	<p>In response to 2. above -            Are these the 'real' people to target?</p>	<p>MCR needs to make a commitment to sustainable food over cheap food.</p> <p>Good food equals sustainable food.</p>

## Group B:

<b>How can we ensure that the Local Authority's definition of Sustainable Food is similar to ours?</b>			
<b>Idea:</b>	<b>Dialogue &amp; information:</b>	<b>A campaign:</b>	<b>Central gov't influence:</b>
<b>Detail:</b>	Entering into a dialogue Informing through individuals like Abby Evidence based research from small grass roots organisations e.g. Schools.	Start & promote a campaign to get a wide range of schools, universities, politicians, celebrities, etc. to sign up to our definition of sustainable food and to take action towards realising it.	Use central government influence to progress an appropriate definition (either this one or another one that is similar).
<b>Question or concern:</b>	What would the focus of the research be given that the grass roots organisations will have limited time/funding etc.? How to overcome these obstacles? Needs to be sourced from credible researchers e.g. Fair Trade Foundation/IPCC etc. Who would the dialogue be with? What does signing up mean and what are the implications?	<ul style="list-style-type: none"> <li>• Expensive media costs &amp; time consuming.</li> <li>• Some may disagree with wording</li> <li>• Potentially tokenistic</li> <li>• Needs targets</li> </ul>	For real change to happen - understanding and ownership happens at a grass roots level which leads to real change.
<b>Solution to that question:</b>	<ul style="list-style-type: none"> <li>• Target the people who can make it happen: Richard Lees, Howard B, also planning and procurement.</li> <li>• Give an understanding of how and follow up through scrutiny committee.</li> <li>• Communicate what we do well.</li> <li>• Be flexible on the wording</li> <li>• Elected mayor.</li> </ul>	Using champions within the community, passionate celebs, ordinary citizens voted to be representatives – the definition will be genuine & believable. Voting to take place at grass root level, in schools, uni's etc.... this will also raise awareness	There can be both grass roots and central government influence. There will be stronger influence if same message is coming from different directions.
<b>Response:</b>	Fab – so long as people at the grass root level aren't left out of the process.	No need for voting representatives – ask for volunteers (groups/citizens/celebs etc.) to promote campaigns and definitions.	All of the above. Food Futures vision - more understanding and targeted at different decision. A clearer message from the sector about what this means in practice. Abide by it always in terms of i.e. planning decisions, procurement & policies etc.

**Group C:**

<b>How can we ensure that we (as <i>FeedingManchester</i>/Manchester's Sustainable Food Movement/Network), are involved in the delivery of the proposed projects?</b>			
<b>Idea:</b>	<b><i>FeedingManchester</i> delegation &amp; Manifesto:</b>	<b>Partnerships with key delivery groups:</b>	<b>The Time is Ripe Project:</b>
<b>Detail:</b>	Delegation to take an agreed 'manifesto for partnership/green/sustainable' – e.g. how we will fulfil their targets with a clear list of what we want from them i.e. : We will deliver: we will grow/deliver Local food NEED: Sites, w/h land = resources, access to PCTs, Schools, advertising	Begin and develop partnerships with key delivery groups e.g.: <ul style="list-style-type: none"> <li>• Schools</li> <li>• Mental health &amp; food growing projects</li> <li>• Restaurants/food businesses</li> <li>• Public sector catering</li> </ul>	Promoting the Time is Ripe (brokerage project) to the council as a mechanism for delivering <u>their</u> food aims.
<b>Question or concern:</b>	1) Have we got tangible case studies/evidence and are they convincing? 2) Is there a budget to be able to make these promises? 3) Do we need another section to the manifesto/list saying what needs to happen to make it possible e.g. what the LA can do?	Do our organisations have the capacity (time & resources) to develop these things on top of their core business demands?  Do delivery groups have the capacity also?!	1) Ownership/credit taking/control 2) Ethics – are MCC's commitments the same as ours? 3) How far are MCC committed to changing their own practices (buying groups, LEAs, PCTs...) all food is institutional. 4) Culture change - where is the vision? - Stealing green clothing – A powerful potential partnership leading rather than following councils.
<b>Solution to that question:</b>	1) We have great case studies of delivery but they often involve people working long hours for low wages. Time is Ripe could help with changing perceptions around how much food should cost and 'adding value' by increasing understanding of what food costs to produce sustainably.	Make the above listed partners accountable – make public bodies sustainable – CO <sub>2</sub> limits on food? i.e. public bodies have CO <sub>2</sub> quota for the food they source – brownie points for local food.	2+3) Write the ethics into constitutions, contracts, policy documents, press statements, tender specifications – insist on this. 3) Clear objectives and published targets so they can be held to account – including public sector tender specifications – procurement officers instructed to change entrenched practices. 4) Stack all the committees with friends! - Keep good friendship networks.
<b>Response:</b>	We are all case studies – give ourselves a deadline to write up our contribution be next meeting including monitoring and evaluation. Use Growing Communities template headings in Matt's lovely database to form instant environmental impact audit. Use language e.g. “money, help x no of beneficiaries, turnover increased to...”	CO <sub>2</sub> measure OK if : <ul style="list-style-type: none"> <li>• It's CO<sub>2</sub>e – i.e. also methane &amp; N0x</li> <li>• If it's tropical it has to be Fair Trade If it's from the sea it must be certified sustainable.</li> <li>• It must minimise meat and dairy</li> <li>• It must also address packaging and water.</li> <li>• The mandatory and accountability thing is good – they'll come to us for the solutions rather than us being a problem!!</li> </ul>	Keep The Time is Ripe independent – don't involve the council. Go with combination of the other two ideas – delegation of FM with manifesto/demands.

## **Last Plenary.**

### **The next event:**

Majority of people wanted to see the next feeding Manchester event in 3 months time – in the New Year. When we have found out about the funding, Copenhagen has happened and we can prepare to feed into the consultation.

A day-long event in the Spring/Summer will be hard for growers.

We want it to stay as a regular event (not annual) to keep the momentum going.

A number of groups offered there venues – The walled garden, Hulme Garden Centre, Manchester Town Hall (although there we could not do our own catering).

### **Sustaining the *FeedingManchester* events:**

Views/Suggestions given:

- Under-represented groups could do with funding, to make it as accessible as possible.
- People not making much money should not pay.
- If here as a volunteer – should be funded.
- It's not that much- for what we get.
- We should continue with the DIY culture – not look for funding.
- We could ask the public sector to pay more to subsidise the smaller groups.