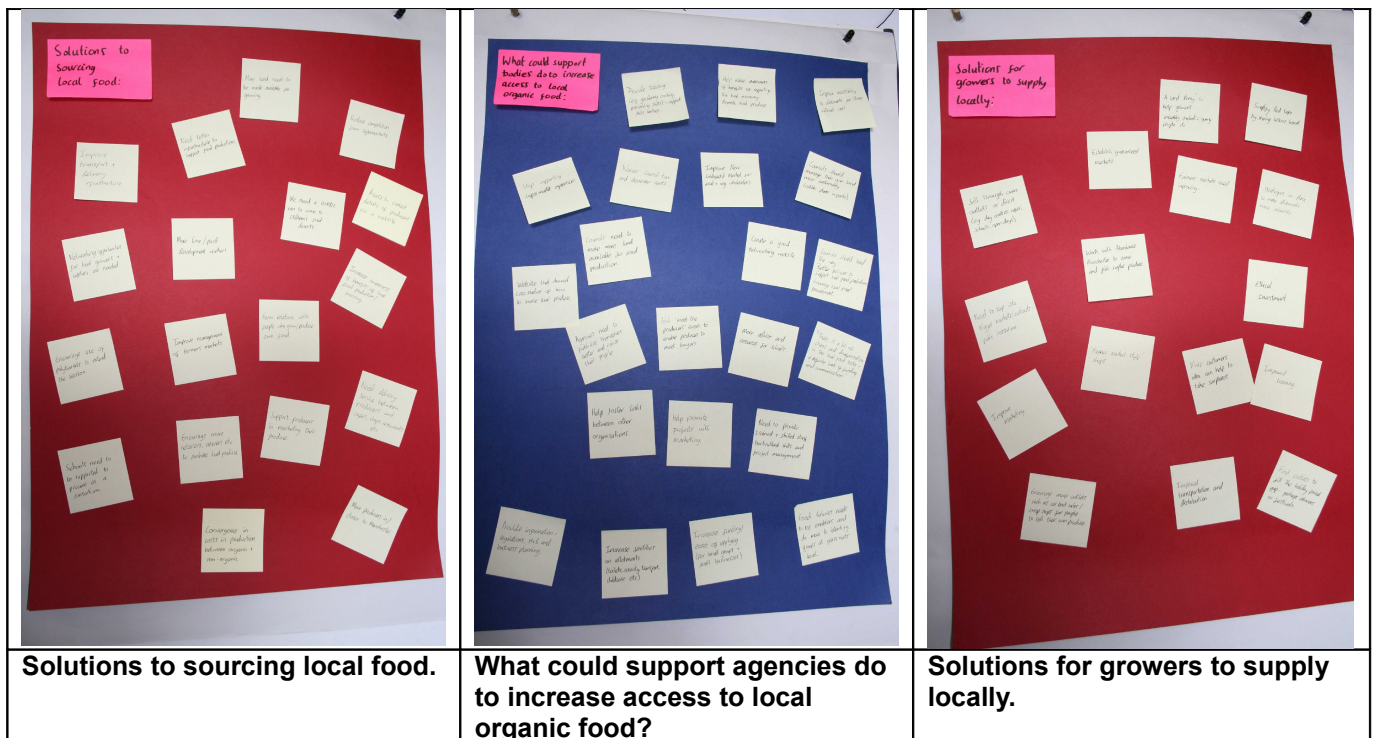


FeedingManchester Afternoon Workshop Write Up.

Solutions offered during consultation with Greater Manchester food projects and used as prompts for the workshops. (Zoom into see responses)



Workshop No 1: Increasing produce and growers – group with a focus on commercial growing.

1) Clarification/additions to obstacles.

2) Solutions brain storm:

Land/growing space:

Use council land – e.g. in Salford (have they got the land from Peel Holding?)
 Accessing council land – find out about the mapping exercise that was done (Open spaces)
 More covered growing

Skills/training:

Free training – for market gardening/horticulture – and publicise it.
 Book/guide – how to set up a market garden

Selling produce:

Guaranteed markets
 Communication between retailers and growers and between different growers
 Market for surplus
 More outlets

Resources:

Need to guarantee higher wages for growers – branding fair wage.
 Difficult for some re viability of generating enough income to pay themselves that much money.
 Land army
 Bank of volunteers
 – but need to be willing and skilled (commercial reality of using volunteers – value for the time taken to support/explain)

Complete supply chain – distribution, transport, hub

3) Practical actions towards some of these solutions:

Obstacle: Shifting produce			
Solution: Communication between growers and buyers			
Practical steps:	Comments:	Who:	Who else should we involve:
Glut lists Website – what's available now Broker CSA model Sharing transport/distribution	How do you keep it sustainable re transporting produce especially surplus (if people only want a little amount)? Kindling are looking at what is needed in more detail as part of a current project. Val is also interested in this and would do some distribution. Would be good to look at the possibility of a CSA with Dig. Ed also interested - maybe Dig in partnership with Glebelands if they could get more land. Long term. There is scope for Dig and Glazebury to share transportation.	Kirstin (Soil Association) Helen (Kindling) Beth to start looking in to model. Alan (Dig) and Dan (Glazebury)	Look at Stroud co. model Buyers group – Chris Atkinson

Obstacle: Lack of land			
Solution: Accessing the information re available land			
Practical steps:	Comments:	Who:	Who else should we involve:
Access open spaces mapping exercise Identify non council owned land – find out owner. Look at the land share site. Look at potential for growing on land that doesn't have good soil – e.g. expanding undercover production on old car parks etc.	Other land owners in Greater Manchester: Housing Trusts Network Rail British Waterways National Trust	Ask Abbey how to do this. Alan to find out about the land in Salford (Peel Holding). Everyone could ask their local councillors. Everyone could identify a bit of unused land and find out about who owns it/plans for it. Fi will let us know more about a case study that has been done on this.	Transition City Manchester. Food Futures – or relevant council department Hulme Community Garden Centre are doing this

Workshop No 2: Increasing produce and growers – group with a focus on Community growing.

1) Clarification/additions to obstacles:

-

2) Solutions brain storm:

A plot to pop-into to help increase confidence.
 Utilise the worklessness agenda.
 Increase access to training to increase skills and training.
 Utilise the Local Food Fund training project to be run by Debdale & Hulme Garden Centre.
 Arrange school visits to learning centres.
 School curriculum to teach young people about growing.

Develop a fruit tree map of the city.
 Land army of volunteers.

Identify Land – through Landshare, Red Rose Forest’s Green List and City Council surveys.
 Roof gardens, Yard examples, parks and new allotments should be established.

Make securing funds easier.
 Roots magazine provides info about funding, but not growing focused.
 Ward-focused CASH grants available as is the Low Carbon Communities Fund and Greater Manchester Police Fund.
 Need to signpost groups to potential funding.
 E-bulletin to provide updated funding info.
 Groups provide letters of support for each other.

3) Practical actions towards some of these solutions:

Obstacle: Lack of funding applied for/secured			
Solution: Supporting groups to apply			
Practical steps:	Comments:	Who:	Who else should we involve:
Map sources of funding.	Who is already doing this/done bits and pieces?	Food futures	The Scarman Trust.
Map sources of advice/guidance.	What is needed?	Food futures	Everyone here. Togetherworks.
Produce and up to date contact list.	Sharing with others	Kindling	
Find the site for the project.	Encourage people to co-operate	Collectively	Support Solutions
Write up case studies of success stories.			Groundwork etc.
Funding E-Bulletins.		Food futures	

Workshop No 3: Sharing information of what exists/improving our marketing.

1) Clarification/additions to obstacles:

Sharing success; Identifiable org; Local Food weekend; Food production as leisure; Sharing case studies.

2) Solutions brain storm:

- Local Food weekend – something like Manchester Food festival but for local, seasonal food, we could get restaurants and shops to sign up to it.
- Food production as leisure – focusing on the health impacts of growing your own.
- Sharing case studies and best practice. Tools we have found to be effective in communicating our message, so that we are not reinventing the wheel all the time.
- Viral marketing – word of mouth, poster campaigns, flyering
- Positive messaging – logo/branding
- Link to local jobs – how many jobs could be created if people started demanding local food?
- Focus on quality – price is not always a winner for us, quality should be the focus.
- Using existing local media – MEN/Metro, local radio
- Do we need a press group, through which we can distribute our message to the above.
- Empowerment – impact of your personal choices
- Transition movement, get involved.
- Sharing effective messages/strategies.
- Targeting children/teachers – get them early
- Training teachers/replication, rather than us doing the work, get the message out to those who already have a working relationship with children.
- Develop an Identifiable org or brand
- Focal point – central contact point, someone for the press and public to contact.
- Back-up of local groups
- Events networking – would be good to do more events like this one.
- Allotments as community hubs – Manc' Allotments are working to try & open up allotments & get rid of fortress image & making them green spaces for the community as well as productive space.
- Community spaces
- Housing Association/Council, they control a lot of land and should be open to the idea, both of planting on their underused green spaces and purchasing local food.
- Unused / underused public and private spaces, could we open up the idea of growing, by putting up signs (like for sale signs) but encouraging growing.

3) Practical actions towards some of these solutions:

Obstacle: Consumer awareness			
Solution: Website			
Practical steps:	Comments:	Who:	Who else should we involve:
Gather information	We have diverse opinions on sustainable	Kindling to do structure	Small local retailers
Name	Could we launch at food and drink festival	All to do links and own information	Food Futures Map
Register groups	Ownership of information	Spreading info	Marketing Manchester
	Moderator	Julie to send her contacts list	Environment team
	Disclaimer	AMAS allotment site to feed in.	Food for Life
	Agreed set of principles – Sustain?	Vicky – CVS food project – update Bolton	Food North West
	Exclusive?	Hannah - network Oldham food	Public Sector Procurer's