



Rural Economies: taking a lead on community regeneration & social value

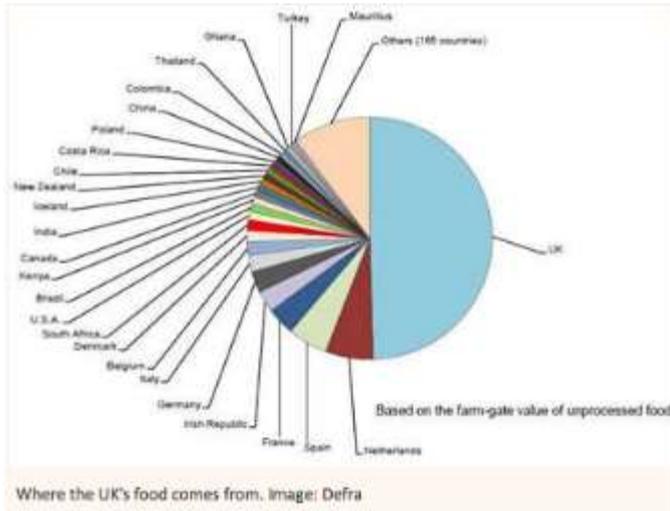
Exploring the role of local food in community regeneration

## Food the big picture

- The UK imports over 50% of its food, its global cropland footprint has grown by 2022 kha in 20 years.
- 30% from EU (fruit and veg)
- Producing 21Mt CO2 outside of the UK.
- Self sufficiency over 30 years was 80% now 61% and falling.
- Food farming industry worth £9.1 billion.
- Average family 2+2 weekly spend £517 food element £58.80. 25% meat and fish. (office National Stats)
- £3,057 per family per year



## Where does it come from?



- 27 countries account for 90% of all food. (50% from UK)
- 24 countries all fruit and veg (25% UK)
- 4 countries 90% of all meat (82% UK)
- 4 countries 90% of all dairy products and milk (UK supplied 81%)
- 11 countries 90% all cereal/rice and products
- UK, Holland, Spain, France, Ireland, Germany, Italy, Belgium, Denmark,

# The food money syphon



- We spend in the UK £110 bn on food every year.
- £9 bn agricultures gross added value
- £27 bn manufacturing
- £12 bn wholesalers
- £29 bn catering
- £30 bn retail
- Most supermarkets add 40% in store

## Wiki Local Food



- "Local food", "local food movement" or the "Locavores" are a movement which aim to connect food producers and food consumers in the same geographic region; in order to develop more self-reliant and resilient food networks, improve local economies, or for health, environmental, community, or social impact in a particular place.
- Local food represents an alternative to the global food model, a model which often sees food travelling long distances before it reaches the consumer. A local food network involves relationships between food producers, distributors, retailers, and consumers in a particular place where they work together to increase food security and ensure economic, ecological and social sustainability of a community



***"I feel really alive, it's inspired me to get on & do things with my life again"***

## A big hug from the soil

- *"Community gardens like PEaT take considerable time to develop and thrive. They should not be seen as a short term opportunity to provide an alternative mental well-being initiative but as a long term resource that local charities, health providers and local people see as a useful resource for achieving recovery and sustaining well-being for their clients."*
- **Dr Richard Kimberlee and Oliver Biggs, The University of the West of England, Bristol, March 2015**

# Short food supply chains

The food supply chain



- Food Assembly
- Farmers Markets
- Community Gardens
- Community Growing
- Veg Boxes
- Slow cooking
- Food banks and café

## Food Assembly (Added Value)



- *The Food Assembly brings together the modern side of retail: the online ordering side, plus all the benefits of face-to-face retail. You get lots of feedback and that is very useful. It has helped me to grow and develop my products and reach a larger audience. It also has a warm sense of community about it – like an old-fashioned and much-loved traditional market.*

- JANE LADDS  
GRANOLA MAKER (ASHFORD, KENT)

Around 60 across the UK Assembly takes a cut

## Farmers Markets (Added value)



- Weekly market selling range of products.
- Stall holders pay a fee or % of take average around £20
- Huge variability in price and quality
- Stall holder make from £100 to £500 on an average market.
- With 15 stallholders and average £280 per market around £220,000 value to local economy.

## Community Gardens (usually under an acre)

- Social Capital- building well being, confidence, community.
- Health through exercise and having a purpose. Mental health.
- Reducing social isolation
- Sharing time, experiences and knowledge
- Low income is not a barrier

Gardens may be financially fragile and time limited.



# Community Growing



- Food produced by and for the community.
- Community Supported Agriculture (share farming sharing the risk)
- Strong links with housing association.
- Supported by agencies and JCP.
- Shop with affordable food.
- Café and kitchen to make affordable ready meals.
- Opportunities for training and employment.
- Supporting wider community.



## Veg boxes for those who cook on a limited income.

### In the veg box this week... 17th October 2016

- Potatoes from Penzance
- Onions from Penzance
- Russian kale from Trewidden
- Autumn crown squash from Trewidden
- Beetroot from Penzance
- Bunched carrots from Penzance
- Lettuce from UK
- Lemon from Spain

Just £6.50 for a standard box or £10 for a large box

FREE delivery, No minimum order

& FREE recipe card with every box

Lots more products, including the dairy boxes, available on the "Buy a box" page, plus "pick your own"...

- Convenient supply of a weekly box
- Mainly local food
- Different sizes big and small
- Grown on social or commercial ground
- Can use ugly veg
- Can be beneficial to low income families
- Usually local or home/office delivery
- 8-10 week cycle for most

## Slow cooking



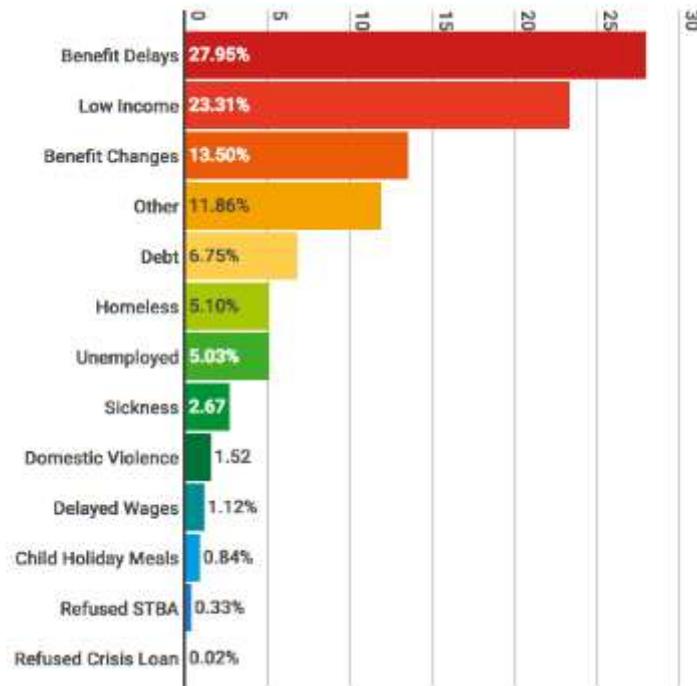
- Workshops for people on a low income, focus young families and older people on tea and toast diet.
- To teach them how to make meals and share knowledge with others. How to prep veg and make a meal.
- To give them a super efficient free slow cooker which uses 700watts (20p) over 8 hours.
- Advice and support on energy bills.
- Free Cookers and training and veg through Scottish Energy Grant application.

# Food banks & Cafe

- Over 500 food banks-reasons to use them

1,109,309

The number of three-day emergency food supplies given to people in crisis by Trussell Trust foodbanks in the financial year 2015-2016.



# Food in regenerating communities



- Community growing can save residents significant cash & provide much more.
- Glasgow University 2015 report concluded that community gardening promotes community empowerment and “offers a learning environment that goes beyond the skills associated with horticulture to include individual health, self and community wellbeing and democratic citizenship.”
- One anonymous volunteer is quoted as saying: “I decided instead of sitting in the house all day, the garden would get me out and about. It gives me something to do... Me being epileptic as well, it [the garden] helps bring down my stress levels with having something on my mind [...] I was in a bad way, drugs and stuff – working the gardens has saved my life”.

# Challenges

- Building in resilience and local community ownership
- Developing true partnership working and cross partnerships
- Making the most of community assets especially land
- Political and officer ability to take risks
- Supporting early stages of growth
- Securing low rents and long term tenancy

*Nurturing community sparks & security*



# Opportunities



- Extensive community benefits health, economy and wellbeing. Helps low income communities. From pre school to retired and elderly.
- Growing your own local economy, people help earn credits and take away ready meals and veg box/fruit.
- Opportunity for share farming.
- Selling community surplus.
- Building community resilience.
- Social return on investment.



Local Food Links Ltd  
West Dorset Local  
Enterprise

## Some links

- <http://www.wearekitchenette.com/home/>
- <https://www.farmgarden.org.uk/about-us>
- <http://www.carefarminguk.org>
- <http://www.communitylandadvice.org.uk>
- <https://www.growingtogether.community>
- <http://gardeniser.eu>
- <https://www.farmgarden.org.uk/school-farms-network>
- <http://www.grin.coop>

# Rob Poole FRSA

- Contact details
- [Rob.Poole@cornwallrcc.org.uk](mailto:Rob.Poole@cornwallrcc.org.uk)
- CRCC Projects team delivers community led projects and consultations across the UK.
- Clients and contracts include;
- Cornwall Council
- Tate UK
- Seafarers UK

## Connecting Camelford

How do we all fit together?

