



Building Bridport’s Entrepreneurial Economy

Report from workshops 7th December 2016

Women’s Institute, North Street, Bridport DT6 3JQ



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1. Welcome - Candida Blaker.

Candida explained that this event forms part of a process to develop a picture of the local economy in and around Bridport in three sectors – Food, Health & Social Care, and Building Materials & Resources. The aim is to gather data about the current value of each of those sectors, and to look at opportunities to shift towards an economy that better supports local residents and traders. It should identify initiatives and enterprises that harness these opportunities and ways in which these could be supported in the town, as part of a 3-year plan.

This is designed to be a people-centred Community Economic Development process, driven by the community. It is not so much about the infrastructure, and complements prevailing local economic development plans. This follows on from the CLS' experience in relation to local food, where there had been an expressed desire for us to pay more attention to the local economy. We need to be working with a wide range of groups and individuals, building on existing initiatives.

2. A personal perspective on opportunities for making a real difference and for collaboration in the Bridport area - Amanda Streatfeild.

Amanda emphasised that there are a lot of people doing much to make Bridport a better place, which can be templates for other communities. She mentioned a number of initiatives including the Symene Community Land Trust which has built Edwards Close; food as a lynch pin since Tim Crabtree established the West Dorset Food and Land Trust 20 years ago; and the legacy of the variety of soils along the Jurassic Coast, which enabled flax and hemp to be grown – forming our rope and net-making industries, and the diverse agricultural and horticultural products; also Bridport's history of social reform.

Amanda's vision is to see some real lateral thinking. She highlighted the Bridport Local Area Partnership, which uncovers gaps in service provision by being that non-political voice of the small rural parish which may not be able to get itself heard on its own, and said more organisations should be aware of what we can achieve.

The Bridport Area Development Trust has fought for the restoration of the Literary and Scientific Institute and the West Bay Chapel, and facilitated the Town Hall Lottery project. BADT can be enablers to encourage others. The LSI will offer space to new and emerging businesses and provide high-tech work hub space and training rooms which can hopefully create an energy which will radiate out into the local community.

Neighbourhood Planning is creating Vision 2030 – a community plan which will ensure that the views of the urban and rural areas around Bridport are listened to and acted upon. Vearse Farm offers huge opportunities for us to welcome new people and new businesses to the area. She urged people to fill in survey forms and then vote for the opportunities identified in Bridport and the surrounding parishes.



Although none of the event participants had been born and raised in Bridport, we are committed to improve life for those of us who have. “We need more higher-paid jobs for our next generation so that they can stay, or return, here and they in turn will be able to appreciate those local foods, crafts and activities that generate more income.” Amanda paid tribute to the exemplary Town Council “... whose pro-activity is remarkable and without whose backing so many schemes locally would not have taken place.”

Grant foundations and charity providers recognise that success breeds success, and because we all work together, the Town hall, Museum and LSI create a momentum which runs out into the town to include other great venues and initiatives.

Amanda said food “... is the link that unites every human being, and through CLS’s stimulating projects ... has highlighted both the provision of healthy and sustainable food and stimulated food producers to get out and promote themselves and get their products noticed.

Amanda hoped that her personal perspective shows what huge potential there is locally. “I know there are still too many families using food banks, too many people struggling to find appropriate housing, too many youngsters needing encouraging activities out of school, but working together and using such stimulants as crowdfunding, I am sure we can improve life for our community but we must all talk together.”

3. The wider context of community Economic Development (CED): Making the most of every resource in your local area – people, places and skills. Frances Northrop.

Dorset Community Action (DCA) is one of 20 organisations nationally to have been awarded a small grant under the Department for Communities and Local Government (DCLG) CED scheme, which is being supported by Co-Operatives UK, New Economics Foundation, Locality, Centre for Local Economic Strategies, and Responsible Finance.

Since 2009 there has been a flourishing of community-led initiatives, initially in response to the cuts in local public services. There is a growing movement of not for profit initiatives to deliver a range of facilities and services in communities. For example:

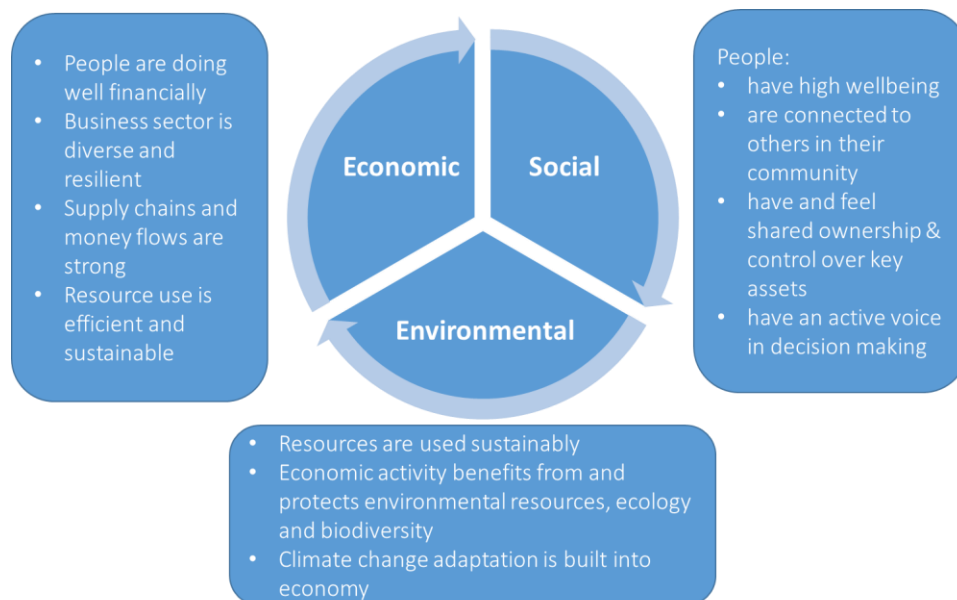
- since 1984 Coin Street Community Builders has transformed a largely derelict 13 acre site into a thriving mixed use neighbourhood, including housing, enterprise space, gardens and social care services.
- UK’s first Healthy Living Centre, around 2,000 people use the Centre each week. In addition to team members such as psychologists, nurses, counsellors, and phlebotomists, the centre also houses artists, stonemasons, gardeners, and stained-glass makers.
- With house prices 12 times the average household income, residents in a small village in the Lake District got together to form a Community Land Trust, with the aim of building affordable homes. To date they have built 12 homes and created 7 self-build plots and own the village pub.
- An intention by Manchester City Council to close the beautiful Victorian Baths led to a community campaign ‘love Withy Baths’ and a successful Asset Transfer to a

community trust for the leisure facility which is now a thriving hub with a strong membership.

At a local level, intelligence, skills and relationships can combine with good governance to deliver projects people want and need, using land or a built resource, often much loved and close to people's hearts. Partnerships between the public and private sector and communities are increasing cross collaboration and seeing sector professionals using their skills in a community capacity.

This acceleration of community-owned ventures with greater cross-over between sectors and skills is leading to ever greater ambition around housing, energy, enterprise, health and care, the environment and heritage assets.

What is really necessary in order to scale this up is not only support from agencies outside local areas but, more importantly, an ecosystem of support in each location to enable the everyday flourishing of a locally led approach meeting our needs in a way that maximises the economic, social and environmental benefits.



This range of legal and support mechanisms are evolving all the time and include:

- Neighbourhood Planning
- Community Land Trusts (CLTs)
- Neighbourhood Development Orders
- Community Asset Transfer
- Industrial Provident Societies (IPS) and Community Interest Companies (CICs)
- Community Right to Build Orders

Using mechanisms such as IPSs, with asset locks and wide membership issues, based on strong community involvement, credibility is established for sources of finance to flow:

- Grants as initial investment
- Crowdfunding
- Community share issues

- Social investment
- Ethical lenders

Frances is currently also working with Portland Community Partnership to build their capacity so they can:



- Deliver local services
- Offer local enterprise support
- Build new affordable housing and workspace

4. Health and Social Care workshop – Clare Smith

Notes from flipcharts

What do we want?

- Support for older people who are isolated in rural villages
- Intergenerational support, Transport, Connection
- Older people feel supported and fully engaged and connected
- Bridport has a caring inclusive ethos
- Retired people are recognised for their skills and empowered to be involved in Bridport life
- Everyone in Bridport is aware of their rights and exercise their responsibilities with ongoing identification of gaps in knowledge
- Bridport has a flexible range of diverse service providers to better meet people's needs
- Service provision is jointed up, collaborative and imaginative
- Everyone has the opportunity to engage and reconnect with nature
- Food and farming is a key element for health and wellbeing
- Families are supported



Where are we now?

- Transport (gap)
- Coordinated hub space
- Tricuro social care centre
- Opportunities to engage from town up with public sector (gap)
- Personal budgets – as gateway to this (opportunity): establish co-op to coordinate provision for those with personal budgets
- Lack of communication and conversation between groups locally (gap and opportunity)

Some Opportunities:

- Working together – need to be aware of what others are doing. Link to BLAP Health and Wellbeing work (next meeting 17th January 10am, at Mountfield, all welcome).
- Vearse farm proposals for a Care Home

- Tricuro can provide support to people referred by Social Care
- Community Farm/ growing area within CCG?
- POPP Wayfinders
- Older people are most caring. How to involve the under-employed with caring?
- Involve WATAG to promote a volunteer driver scheme?
- Build on Symondsburry Resilience plan which lists vulnerable people in order to develop a Befriending Scheme?
- Enhance the possibility of connecting everyone with nature; link to Magdalen Centre
- Essential to bring health and social care together. Helps keep people out of hospital.
- Unitary authority may help the formation of a single Hub, owned and driven by community-based organisations. The community and CCGs have the same outcomes and need round-tables of commissioners and providers. Commissioners apparently are open to this, and the community can push more for appropriate procurement
- Minerva Trust could work on 0-18 years age group. Lack of post-natal support is hitting schools hard – need to explore how to do early years interventions.

5. The potential to use local materials and resources in construction. Tim Crabtree.

There are 7232 existing dwellings in the town of Bridport (including Allington, Bradpole and Bothenhampton). The local plan makes allocations for a further 944, including 760 at Vearse Farm. If we include other parishes in the Bridport “area”, then at least 1000 homes could be built in the next 5 – 8 years. This offers a great opportunity to stimulate the local low carbon economy, if imported construction goods can be substituted for locally sourced and processed materials. The potential spend on such materials is £90 million.

Construction costs and the materials component

- Excluding land prices, the cost of building homes is around £1700 per sq. m, with an average house being about 100 sq. m.
- So average build costs are £170,000 per house.
- Multiplying this figure by 1000 gives a total expenditure of £170 million.

The following table provides an estimate of the materials component of this expenditure:

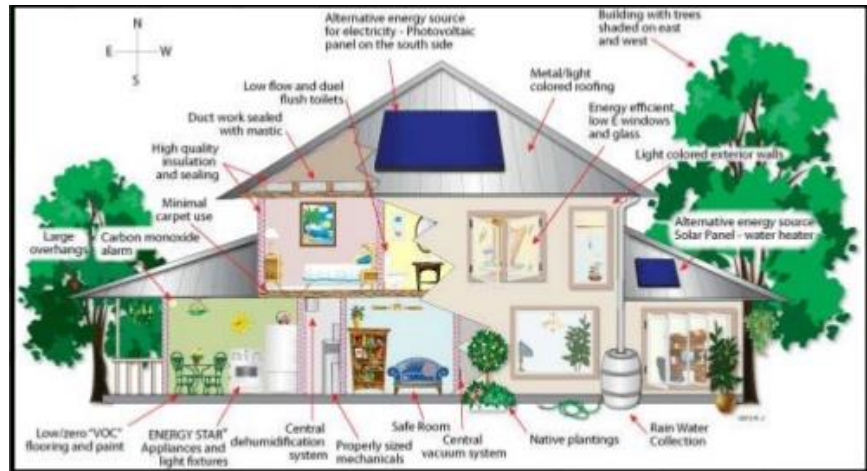
		Excluding developer's profit
Labour	£54,672.18	£43,737.744
Material	£113,338.04	£90,670.432
Plant	£16,739.95	£13,391.96
Subcontractor	£24,342.50	£19,474
Sundry	£750.00	£600
Grand Total	£209,842.68	£167,874.144

Source: www.mybuildingproject.co.uk

So, as suggested above, the potential spend on construction materials is over £90 million.

Key elements of the building structure

- Groundworks materials
- Structure
- Insulation
- Roofing
- Plasters and renders
- Finishes
- Joinery
- Landscaping



Potential local building materials

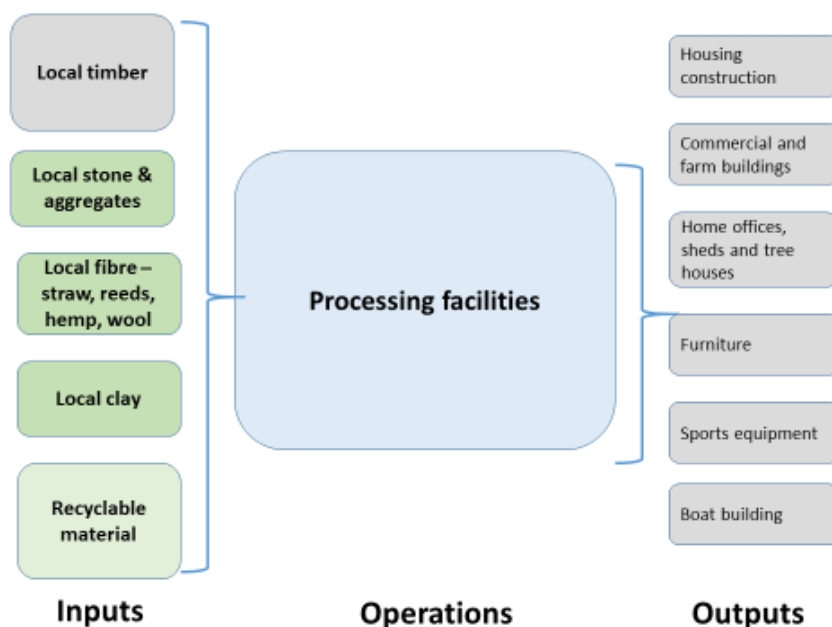
In Totnes, a report was commissioned to explore the potential for using local materials in the ATMOS development.¹ The following table was produced, which gives some guidance for the work to be undertaken in Bridport:

Raw material	Product	Possible sources
Stone	Stone facing	Existing small quarries
Boulders	Saddle stones	Local farms
Lime	Lime putty	Small scale clamp burning
Slate	External floor slabs	Several local quarries
Cobbles	External floors and paths	Local rivers, streams.
Gravel	For back-fill and bedding	Local quarries
Sand	For mortars, renders and plasters	Local quarries and rivers, seashore, streams
Subsoil for cob	Cob for mass walling	Local farms
Clay for plasters	Base coat plasters, clay slips and clay/straw infill panels	Extensive clay beds in the local area. Also available as processed dry clay in bags
Clay for pigments	Natural clay and lime based paints	Extensive in the local area

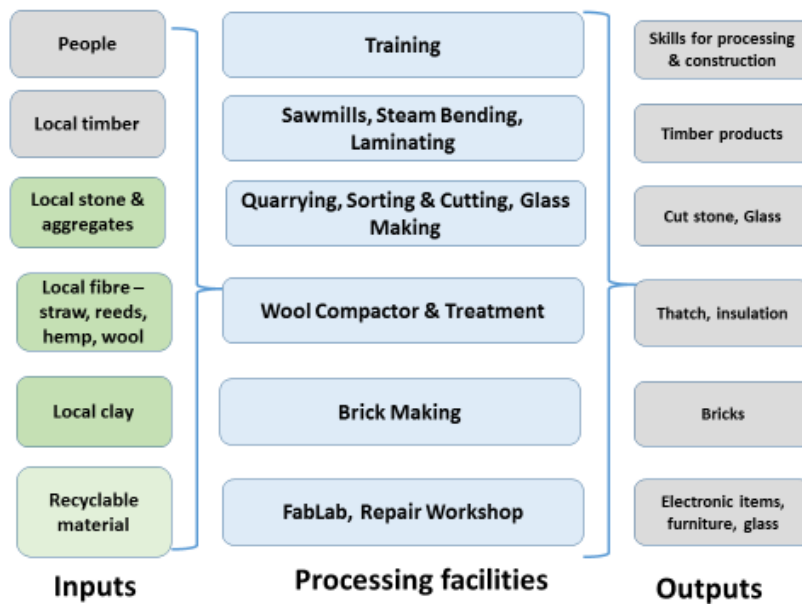
¹ <http://atmostotnes.org/wp-content/static/2012/07/Local-Materials-for-the-Atmos-project2.pdf>

Naturally durable timber	Rafters, beams, joists and cladding and roof shingles	Oak, Sweet Chestnut, larch, Douglas Fir, Western Red Cedar
Non-durable timber	Studwork and internal boarding and joinery	Spruce, Scots pine, Ash, Willow, as well as the above
External Joinery grade timber	Windows and Doors	Oak, Sweet Chestnut, European Larch
Floor boards	Heavy use	Oak, Sweet Chestnut, Ash
Straw bales	Straw bale walls and straw/clay slip infill	Local arable farmers
Agricultural hemp	Cast lime/hemp shiv infill	Local arable farmers
Sheeps wool	Loose insulation	Local Farmers
Thatching reed	Roofing	Sourced from local wetlands

Participants also looked at the requirement to process much of the raw materials before they could be used in construction. This would necessitate processing infrastructure, as the following diagram shows. The diagram also lists potential manufacturing outputs which could use local raw materials, as furniture making, sports equipment and boat-building are sectors present in the local economy:



At the workshop, participants produced the following diagram, which gives guidance for further research that will be required, looking at existing capacity and the feasibility of developing new infrastructure:



Next steps in the research process:

The following suggestions were made at the workshop on 7th December:

- Assess current materials in demand
- Look at each potential local resource and map what is there and who is currently processing or adding value to it.
- Contact regional agencies involved with timber, e.g. CONFOR & Forestry Commission.
- Get local council officers and members on board.
- Connect with the Architecture Association @ Hooke, e.g. linking their courses to projects in the community.
- Publicise this initiative to encourage more people to get involved.
- Encourage self-builders, community led housing projects and housing associations to use local builders and local materials.
- Find other similar initiatives in the UK and beyond.
- Research and visit already existing innovative businesses / developments.



These suggestions will be followed up in the early part of 2017, and a working group will be formed to provide advice.

6. How Can Bridport Feed Itself & Build its Entrepreneurial Economy? Jay Tompt

Three groups selected one or two projects to explore within the following project categories. These notes have been captured from flip chart notes at each of 'planning tables'.

Project Category: Education and training

Project: Education and training group - this group will explore potential project opportunities to work with existing education providers as well as new models of knowledge transfer and training

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ○ Bridport Local Food Group (BLFG) - set up an education sub-group, relate with other projects, for example, Home Schooling , eco-schools ○ School champion, e.g. St. Mary's school ○ Identify college partners, e.g. Student research/ project work ○ investigate Kingfisher Award - SWFWAG ○ Discover Farming ○ Minerva Trust (David Powell) 	<ul style="list-style-type: none"> ○ Funding targets set ○ Support groups to do more 	

- who? - BLFG, Arts University Bournemouth, BLAP, Minerva Trust
- next steps - Amanda and Maureen to discuss

Project Category: Developing the infrastructure

Project: Community Enterprise Breakfast - monthly networking event that will take place on a regular basis and build relationships amongst and between local business people and entrepreneurs, experts and enablers, etc.

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ● start up. Action - pick a date and first café meeting point	<ul style="list-style-type: none"> ● support the first Local Entrepreneur Forum in Bridport. 	<ul style="list-style-type: none"> ● 2nd LEF

- who? - Johnny Gordon-Farleigh
- resources - none required (for networking events)

Project: Bridport Soup - a community event aimed at providing support including financial support for worthy projects built around the idea that everyone sharing a big part of soup.

Year 1	Year 2	Year 3
building awareness in support	<ul style="list-style-type: none"> ● continues, supports 	<ul style="list-style-type: none"> ● continues, supports

for Bridport soup (next - 2 nd Feb. 2017)	first LEF	second LEF
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- who? - Johnny Gordon Farleigh, Linda Hull, Ines Cavill, Clare Smith, Masaki, David (Schumacher)
- resources - how to get more business support, attorneys, accountants, CSR, charities

Project: New food prep kitchen - a new, shared kitchen resource to help incubate and support local food enterprises.

Year 1	Year 2	Year 3
● research	● business planning and fundraising	● launch

- who - Linda Hull, research with Local Food Links; Kitchen Collective, Jonny Gordon-Farleigh, Ines Cavill, and others??
- resources - funding?

Project: Community Enterprise Hub - a co-working and incubation centre to support new enterprises

Year 1	Year 2	Year 3
● research and planning	● funding and launch	● ongoing

- who? - Jonny Gordon-Farleigh
- resources

Project Category: Campaigning and awareness-raising

Project: Extending ‘Spend a Tenner’ Campaign - this project aims to extend and amplify the work that has already put in place effective awareness raising supporting the local food economy, including Spend a Tenner.

Year 1	Year 2	Year 3
clarifying who is our audience, everyone broader audience, affordable, accessible language, comparative price list (transition town did this), how you present the campaign - master be fine and noticeable not finger wagging, food co-op, Different mechanism, promotional plan - get holiday pre-order to include online version of local food map	vegetables on prescription, medical - integrated with NHS commissioning, one badge for all, ‘Love Local Food’ window badges to the local retailers, collaborate, launch	

- who? -

- resources - LAG funding to resorts someone i.e. Linda Hall deadline end of December, CLS to continue work of food future Bridport, DCA
- next steps - approach LAG

Project: Local Food Labels/ Branding: well-designed stickers/labels and 'brand' colour to highlight which products on offer in local shops come from local producers.

To be launched with focus on the powerful facts CLS/Food Future Bridport presented about the value of one local spent pound, proportion of local jobs tied to food etc.. (e.g. badges/T shirts in the 'brand' local design 'I am a one in twenty', info in small print etc..)

Who: TTB? Small Traders' Network?

Project: Innovative scheme to use waste food

Perhaps a high profile competition (with decent sponsorship/crowdfunding) to find the best scheme for making sure valuable food doesn't go to waste. Solving this problem for town like Bridport could stimulate eye-catching innovation with national relevance...

Who: link in relevant projects with the Bridport Local Food Group and its Bridport Food Festival.

7. Community-led economic development for Dorset: why and how is DCA supporting this work? Alex Picot.

Dorset Community Action (DCA) supports voluntary and community groups and enterprising communities. It is likely to win a substantial grant, Building Better Opportunities, which will enable it to provide assistance via skills development to some local entrepreneurs.

DCA believes in a local community led development model, as practiced by pioneering initiatives such as Unltd, Edventure, REconomy – resourcing people with great ideas.

A Local Economic Blueprint provides a useful framework which can help identify needs and opportunities for communities to gain their desired improvements to the local economy.

DCA's role is to help create a three-year plan for the way forward – 'holding' the plan, facilitating the process, helping to initiate ideas. However, to be successful it needs to be embedded within and driven by people and organisations within the local community.

DCA is supporting this process initially in Bridport, because the town offers a special combination of characteristics and potential; and we have some experience here from CLS work. We hope this can be a 'pilot' that can help to roll out the model across Dorset.

The context may be more favourable with Unitary status, whereby Town level authorities should have more control. It is a time of change – the old ways of doing things are finished.

Let us think along the lines of ‘wouldn’t it be great if we could.....?’ and seed Bridport’s ‘magic fairy dust’ across Dorset’s main towns. Bridport is the first step – this has importance to both Bridport and Dorset.

We hope to be part of a move to:

- help people to think of themselves as potential investors and social entrepreneurs;
- make better use of our collective resources, create local ecosystems of support;
- break the paradigm



DCA can be a ‘place’ to hold this work to support you by:

- a. Facilitating meetings and events such as tonight;
- b. Help develop alternative resourcing models e.g. Local Entrepreneur Forums, Soups, crowd funding etc;
- c. Support the development of a county-wide network and movement of social entrepreneurs.

8. Soap box – project initiatives

Several people presented their projects or promoted initiatives, including:

- Bridport Local Food digital map. Linda Hull <http://foodfuturebridport.org.uk/food-map/>
- Bridport’s Green Fortnight. Sarah West (24th March – 8th April) http://www.transitiontownbridport.co.uk/content/whats_on.asp
- Bridport Soup. Jonny Gordon-Farleigh (2nd Feb) <https://www.facebook.com/BridportSoup/>
- Food Assembly – for Tamsin Chandler <https://foodassembly.com/en/assemblies/8749>
- Bridport, a Rights Respecting Town. Kelvin Clayton, David Powell
- Bridport Fundraising about causes. Chris Hobson



Bridport A
Rights-Respecting To

9. Conclusions and next steps – Candida Blaker

We made some excellent headway in beginning to map out the context for Health & Social Care, and Materials & Resources, also exploring some of the potential projects for Local Food. There was a wide range of interested parties and enthusiasm to be involved in the process going forward. It was excellent to see the Town Council affirming the timeliness of this process in Bridport, reinforcing its commitment to working with the community, and the opportunities to dovetail with various existing initiatives.

Between January and May 2017 we will

- Undertake further research and data gathering
 - Make key research findings available

- Local Food report (*How Can Bridport Feed Itself?*) should be done in January
- Overall research findings report – including an outline 3-year plan – for three sectors will be concluded end May 2016.
- Link with others – this needs to be taken forward by as many sectors of the community as possible
 - Let us all put it on the agenda of / participate in meetings as possible (e.g. BLAP working groups, Coastal Communities Team, Neighbourhood Plan groups)
 - Call together one or two small working group meetings on both the new sectors – Health & Social Care, and Materials & Resources for Construction. Please let us know if you would like to be involved in either.
- Tie in to entrepreneurial initiatives such as Bridport Soup (2nd February); any plans for Local Entrepreneurs Forum etc.

This event report will be sent to all participants plus others who have said would want to be involved. If you want to suggest others, let us know.

We will hold another event in the Spring to share findings to date, and progress with identifying project initiatives and ways they could be supported. Ideally this will coincide with 'Green Fortnight' (from 24th March 2017).

We hope you feel you have a stake in and want to be involved, in one way or another, e.g.:

- Help with information gathering? Do you have access to relevant data?
- Links with health & social care services?
- Contacts in building materials & resources?
- Entrepreneurial projects to benefit the local economy, or know people who do?
- Who else should we be involving?
- Would you be on a working group for this project - meeting occasionally?
- How else can you be involved?

Please let Candida know on candida.blaker@dorsetcommunityaction.org.uk, telephone 07917 476196 (Tuesdays & Wednesdays).



Annexes:

A. Agenda

1. Welcome	Candida Blaker, DCA
2. Connecting local initiatives, and opportunities to strengthen Bridport's local economy	Amanda Streatfeild, Denhay Farm, LSI etc.
3. Community Economic Development – the context The Community Economic Development programme and the work that is happening locally, and support for social enterprise locally and nationally.	Frances Northrop, Community Economic Development programme advisor
4. Workshops to explore the themes: <ul style="list-style-type: none"> • Health & social care • Materials & resources 	Clare Smith Tim Crabtree
5. Taking the Bridport Food Economy to the next level - action planning and follow up from How Can Bridport Feed Itself? event in September	Jay Tompt, REconomy Project
6. Community-led economic development for Dorset – who holds this, and opportunities for social entrepreneurs.	Alex Picot, Dorset Community Action
7. Soap box – project initiatives	
8. Conclusions and next steps	Candida Blaker, CLS in Dorset, DCA

B. Event Participants and their particular interests

Note, some other people may have participated in part of the event.

Apologies if we have missed anyone on this list. For detail on interests:



CED event 1
participants.xlsx

Alex	Picot	Dorset Community Action (DCA) CE
Amanda	Streatfield	Denhay Farm, Trustee BADT, Parish Councillor
Bob	Gillis	Bridport Town Clerk
Candida	Blaker	DCA, CLS programme coordinator
Caroline	Walker	Transition Town Bridport
Caroline	Meredith	Bridport Local Food Group; retailer
Celia	Marsh	Self-Build Group, Neighbourhood Plan, OT
Charles	Palmer	BADT Trustee, LSI project, Business planning
Chris	Marsh	Ecological Design Thinking student Schumacher College
Chris	Hobson?	Fundraiser for various organisations in Bridport
Clare	Smith	DCA – Health & Social Care research

Cleo	Evans	Dorset Arts Trust – Environment Hub
Cristina		Student, Schumacher college
David		Student, Schumacher college, Transition Town Paris
David	Powell	Minerva Education Trust, HOME in Bridport
Frances	Northrop	CED consultant
Jane		Ecological Design Thinking student Schumacher College
Jay	Tompt	REconomy project
Jonny	Gordon Farleigh	STIR to Action
Kate	Hall	Community Energy Team leader, DCC
Kate	Bowman	Ecological Design Thinking student Schumacher College
Kelvin	Clayton	Green Party Councillor
Libby	Price	Filo Project CIC, care for isolated people esp. dementia
Linda	Hull	DCA researcher, former CLS Local Food coordinator
Margaret	Toft	Neighbourhood Plan Climate, Quakers
Maria	Clarke	Local Nature Partnership
Maureen	Jackson	BLAP Chair
Monica		Student, Schumacher college
Nicola	Hayter	Bridport Day Services
Noel	Lakin	Self-Build for unemployed
Raja	Jarrah	Neighbourhood Plan Steering Group, Climate Change
Rebecca	King	Magdalen Educational Trust
Robin	Carter	Retired GP
Rose	Allwork	Labour Party; interest in food co-ops
Rosie	Russell	Dorset Arts Development Trust, Young People
Ruth	Potts	Ecological Design Thinking Teacher, Schumacher
Tim	Crabtree	Research team – Materials; Schumacher college, WCA
Vince	O'Farrell	BADT Trustee, Symene CLT, Renewable Energy Group
		Apologies received (many due to Christmas Cheer)
Tom	Munro	Dorset Food and Drink, AONB
Sam	Wilberforce	Transition Town Bridport
Sarah	Wilberforce	TTB, HOME project
Robert	Golden	HOME project
Tina Ellen	Lee	Opera Circus
Dave	Rickard	Town Councillor, TTB, BLAP
Anne	Rickard	Town Councillor, TTB
Jay	Anderson	Bridport Local Food Group
Elise	Ripley	Health consultant, formerly NHS /CCG
Sarah	West	Transition Town Bridport
Kathy	Dare	Bridport Local Food Group
Ines	Cavill	Kitchen Collective, New Farm
Brian	Wilson	Economy consultant
Paul	Seaman	DCA Social Enterprise
Sue	Wilkinson	Fair Trade Town
Laurie	Walters	Real Food Bus

