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Dorset Community Action

Communities Living Sustainably in Dorset

How Can Bridport Feed Itself?

An investigation into strengthening the local food economy

This report is based on the work of Totnes' REconomy Centre and the original Economic Blueprint. Contributors: Candida Blaker (DCA), Jonny Gordon-Farleigh (STIR To Action), Linda Hull (Foodfuture Bridport, CLS), Jay Tompt (REconomy), Tim Crabtree (WCA and Schumacher College), Sue English (Fruits of the Earth), Marina Price (Bridgets Market), Brian Wilson (Bridport Neighbourhood Plan, and CCT Economic Plan consultant), Sam Wilberforce (Transition Town Bridport).
Data has also been provided by Dorset County Council's Research Department, and Dorset Food & Drink.

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A. INTRODUCTION

'Food Future Bridport' – a Communities Living Sustainably (CLS) in Dorset initiative beginning in 2013 – worked with a myriad of producers, retailers, community projects and consumers to promote local food. We realised the need to do more to address the local economy, and being a vibrant town with a strong history of local food work, we embarked on a Community-led Economic Development research process in Bridport in 2017. DCA is also leading research into Health & Social Care, and Construction Materials.

Vision Statement

> 'We want a joined up local food economy that produces more fruit & vegetables; supports local livelihoods and increases community wellbeing;
> promotes greater access to healthy, seasonal food for everyone;
> encourages and supports new farmers and food enterprises;
> and in ways that protect and regenerate the natural environment.'

This vision for our local food economy emerged from a working lunch of key community and business stakeholders organised on 15th September 2016 by Communities Living Sustainably (CLS) in Dorset. This vision chimes well with the People's Wishlist[1] for the future of food developed in conjunction with residents and shoppers during the course of Foodfuture Bridport,[2] CLS' 3-year programme of work on food (2013-16).

How Can Bridport Feed Itself? builds on years of innovation, business development and community campaigning on food issues in Bridport, which creates a firm foundation for taking forward the recommendations arising from answering this question.

But given the implications of the UK leaving the EU, and continuing threats to our food system from climate change, this question has never been more important. The British food and farming sector is facing its biggest upheaval in a generation. Leaving the EU will mean the replacement of the Common Agricultural Policy with a new system of regulation, tariffs and subsidies. Prices up and down the food value chain will be affected. Supplies may be affected, as well.

The fact that Britain is only 61% self-sufficient in food provides **an opportunity to encourage greater production in areas such as West Dorset**, but the removal of subsidies and the imposition of WTO trade rules (for example on public sector procurement) could make this quite a challenge.

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[1] http://foodfuturebridport.org.uk/wishlist/

[2] Food Future Bridport (www.foodfuturebridport.org.uk) is an initiative of Communities Living Sustainably in Dorset (www.clsdorset.org.uk) which ran from 2013 – 2016.

Local people and organisations must engage with the debate, for example explaining that "food security" means, encouraging greater local production rather than a reliance on imports of food. And more production can't simply mean last century's fossil fuel intensive, industrial agriculture model. It is also important that the various dimensions of **"food sovereignty"** be argued for at local and national levels - the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agriculture systems.

And, of course, the climate will continue to change bringing with it potential shocks to supply chains.

We acknowledge that these factors make this work especially important, however this report will focus on the positive work of identifying the strengths of our current local food system and the opportunities to make it stronger, more sustainable and more resilient.

Inspired by Totnes' work on their Local Economic Blueprint, we embarked on a process of quantifying the value of the food economy, identifying opportunities to retain more of our weekly spend on food and communicating the benefits of this to shoppers thereby **promoting, nurturing and protecting Bridport's rich and distinctive local food offer.**

Using available local, regional and national data on retail, production and wholesale we have produced an economic picture of our current food economy. This data can be used to support efforts to shift local consumption, create new livelihoods in food and farming through 'import substitution' for current 'product gaps', and to cultivate new social enterprises in our local food economy.

Key findings uncovered by How Can Bridport Feed Itself? research[3]:

- **27% of employed people in the Bridport area work in the food and drink sector**. This is twice the national average of 13% for England and Wales, and significantly more than the 17% average for West Dorset.
- The Bridport area's local food and drink economy has around **300 businesses, employs 2,000 people** and is **worth £99.2m per year**.
- **81% of food & drink businesses in Bridport are micros** with fewer than nine employees
- Over half of this turnover is through **retail channels - almost £57m**
- Residents spend an estimated £32.5m on food and drink, about 84% is with corporate supermarket chains. So, residents are spending **£27.3m per annum with national or international retail outlets** (supermarkets and online) and only **£5m in local independent shops.**
- If local residents **shifted 10% of what they spend** online and in supermarkets **to local producers and retailers** this would mean **£2.7m more circulating in the local economy** and **over 50 new jobs** in the sector**.**

Setting the scene in Bridport

There is a long history of food production in the Bridport area predicated on our special landscape conditions and the quality of local soils. The town's relative isolation from major logistical and transport links has also meant that the corporates have not penetrated so far, enabling the independent sector to survive and thrive.

Furthermore, there is a strong history of local food activism resulting in strong local food links in the town and across the wider region – notably George and Amanda Streatfeild's work on Dorset Harvest, a precursor to the regional food group, Taste of the West, the largest independent regional food group in the UK.

Between 1996 and 2006, West Dorset Food and Land Trust and its partner organization Local Food Links Ltd, developed a number of food-related initiatives, including 12 farmers' markets across the county (the first being in Bridport), a 'Grow it, Cook it, Eat it' programme for school children, the UK's first Centre for Local Food, and training courses for producers organized with Kingston Maurward College. This work culminated in a school meals social enterprise, based in Bridport, which now serves 33 schools and has a turnover in excess of £1 million.

[3] Data sources include: Dorset County Council/Bureau van Dijk (BVD); Office of National Statistics (ONS); Campaign For Rural England (Food Web Report); Totnes Economic Blueprint; Coastal Communities Economic Plan; Neighbourhood Plan; Business Register and Employment Survey (DCC); CLS Dorset Annual Survey; Food Future Bridport surveys & research leading to the Bridport Food Map. See CLS food resources.

Tamarisk Farm was the first organic farm in the area and has long supplied the town with organic produce. Washingpool is another significant contributor to the local food economy, in the areas of primary production, retail and wholesale distribution. It is also important to mention the River Cottage series, which was focused around Bridport and brought West Dorset's local food producers to a national audience.

In more recent times the arrival of small scale agro-ecological producers and their involvement in land rights, food sovereignty and the Landworkers Alliance campaigns for a new national food policy has contributed to Bridport's reputation as a beacon of good food.

Most recently local food economy development work has been carried out by Linda Hull for CLS, focused on public engagement through consumer facing communications tools and campaigns[4]. A website[5] with digital map, e-news and social media channels are well placed to disseminate the findings and new developments emerging from the Blueprint process.

B. ABOUT OUR FOOD ECONOMY TODAY

What food-related industry do we have?

The food and drink (F&D) sector includes a range of primary production, processing and service activities, including 'specialist' activities of agriculture and fishing, food and beverage manufacturing and food and beverage services. The food and drink sector also encompasses related activity in the wholesale, distribution and retail sectors.[6]

The data, sourced from Business Register and Employment Survey, 2014, shows that there are around 300 VAT and PAYE registered food businesses in the Bridport area[7] today, employing around 2,000 people, and contributing more than £99m to the economy overall. We know there are many more micro businesses operating in the sector that are not VAT or PAYE registered, however we have found no data indicating relative numbers. We can see the different commercial activities in our food economy, and how they are represented in Table 1.

2003 SIC	Primary UK SIC 2003 Description	Turnover £000s	Employees	Business units, approx
111	Growing of cereals and other crops not elsewhere classified	£165	0	15
112	Growing of vegetables, horticultural specialities and nursery products	x	0	15

4 CLS Local Food resources can be accessed via DCA at https://static.wixstatic.com/ugd/edae0d_6c7d4e70cf4b4800ac0bfd50f664164a.pdf

5 www.fooodfuturebridport.org.uk

6 Policy & Research, Dorset County Council.

7 The 'Bridport area' we are using in this report encompasses the Local Area Partnership area: Bridport parish, Symondsbury, West Bay, Bradpole, Allington, Bothenhampton.

121	Farming of cattle, dairy farming	x	160	30
122	Farming of sheep, goats, horses, asses, mules and hinnies	£411	10	65
123	Farming of swine	x	0	x
124	Farming of poultry	x	0	x
125	Other farming of animals	£1,069	10	x
130	Growing of crops combined with farming of animals (mixed farming)	£988	10	20
141	Agricultural service activities; landscape gardening	£2,083	30	x
142	Animal husbandry service activities, except veterinary activities	£521	10	x
501	Fishing	x	0	5
502	Fish farming	£720	10	x
1511	Production and preserving of meat	x	0	x
1513	Production of meat and poultry meat products	x	0	x
1520	Processing and preserving of fish and fish products	x	0	x
1533	Processing and preserving of fruit and vegetables not elsewhere classified	x	30	x
1581	Manufacture of bread; manufacture of fresh pastry goods and cakes	x	0	5
1582	Manufacture of rusks and biscuits; manufacture of preserved pastry goods and cakes	x	20	x
1589	Manufacture of other food products not elsewhere classified	x	10	x
1593	Manufacture of wines	x	0	x
1594	Manufacture of cider and other fruit wines	x	0	x
1596	Manufacture of beer	x	50	5
5123	Wholesale of live animals	£1,768	10	x
5131	Wholesale of fruit and vegetables	£4,799	20	x
5133	Wholesale of dairy produce, eggs and edible oils and fats	x	0	x
5136	Wholesale of sugar and chocolate and sugar confectionery	x	0	x
5138	Wholesale of other food including fish, crustaceans and molluscs	£5,314	20	5
5221	Retail sale of fruit and vegetables	£1,682	10	x
5222	Retail sale of meat and meat products	£1,760	20	5

5223	Retail sale of fish, crustaceans and molluscs	x	0	x
5224	Retail sale of bread, cakes, flour confectionery and sugar confectionery	£1,704	30	5
5227	Other retail sale of food, beverages and tobacco in specialised stores	£2,228	30	10
5530	Restaurants	£5,611	230	45
5540	Bars	£5,025	190	35
5551	Canteens	x	0	x
5552	Catering	x	0	10
5211	Retail sale in non-specialised stores with food, beverages or tobacco predominating	£1,007	20	15

Table 1 Latest from Dorset County Council 2016 (BVD). ' x' indicates where data is not readily available

We can see a summary of the relative contribution of the different commercial sectors below:

Type of business (SIC 2003)	**Est or Act Turnover £k Last avail. Yr**	**Est or Act Employees Last avail. yr**	**# Businesses**	**% of total turnover**
Producers (Agriculture and Fishing, food & drink manufacture)	£20,002	500	165	19.8%
Retail	£56,699	500	35	55.5%
Bars, Rest., Catering	£10,636	800	90	10.57%
Wholesale	£11,881	200	5	11.8%
	£99,218	2000	295	100%

Table 2: Summary by category, by turnover. Mint UK data – 2012. Figures rounded to the nearest 1,000

Our data indicates that Bridport's local food and drink economy has around 300 businesses, employs 2,000 people, and is worth around £99.2m per year.

We can see immediately from these tables that the data is incomplete and it is very difficult to draw reliable and detailed conclusions. But from this incomplete picture, we are able to see that among producers, most are raising livestock, and that these producer categories seem to make up most of the food and drink businesses. As well, we can see that food and drink service - restaurants, bars, cafes, catering, and so on, are the next largest set of businesses. By turnover, the food and drink sector, overall seems to be dominated by retail.

According to a Dorset County Council report, [Food and Drink Sector, Final July 2016 Amend Jan 2017], 81% of food and drink business in Bridport are 'micro', that is they employ 9 or fewer people and most of these, 145, are agricultural and fishing concerns, see table 3, below. We can conclude that the food sector is an important source of livelihoods for people, however small firms often face challenges that larger firms don't, such as insufficient working capital or access to expansion capital. This may lead us to suspect that the sector may be vulnerable to extreme weather events, competition from larger companies, or other disruptions to status quo.

	Micro (0 to 9)	**Small (10 to 49)**	**Medium-sized (50 to 249)**
Agriculture and fishing	145	5	0
Food and beverage manufacture	5	5	0
Food and beverage services	60	30	0
Wholesale food and drink	5	0	0
Retail food and drink	25	5	5
Total	240	45	5

Table 3: Number of Food and Drink businesses by size of business, in the Bridport Area, 2015.

Some of the businesses in this sector belong to a member-based organisation which seeks to promote their products and services. Dorset Food & Drink[8] was founded in 2013 with a special trademarked brand overseen by the Dorset Area of Outstanding Natural Beauty team. It represents Dorset's food and drink business community bringing a strong and vibrant sector together under one banner. As well as promoting what Dorset has to offer, it provides excellent networking opportunities for its members and specialist advice on a number of topics, including environmental issues and support to improve business environmental sustainability.

In the Bridport + 30 miles area, there are 124 business members of Dorset Food & Drink comprising 38 primary producers, 40 secondary producers, 19 hospitality businesses, 16 retail, 5 education, 5 catering and one distributor. An estimate at the annual total turnover of these businesses is in the range £55m-£65m.[9]

[8] http://www.dorsetaonb.org.uk/food-and-drink/about

[9] This estimate is based on members' declared turnovers within 6 broad bands; a median value has been entered where we don't hold more specific data.

Count	Band	Annual turnover
31	Band 1	Start up
47	Band 2	< £50k
12	Band 3	£50k-£100k
10	Band 4	£100k-£250k
10	Band 5	£250k-£1M
14	Band 6	>£1M

Table 4: Source: Tom Munro, Dorset Food & Drink, November 2016

How many people do these businesses employ?

The population of the Bridport Area is 19,554. Of this population, 62% are of working age[10]. Current employment in the Bridport area stands at 47% of those of working age (or including self-employed – 62%), which means around 7,500 people who live in the Bridport area are employed.[11]

The above BVD data implies that the food economy employs about 2000 local people or 27% of those currently working. **This is much higher than that of West Dorset district at 17% or the England and Wales average of proportion of 13%.**[12] And as we have just seen above, many employed in the sectors are working in micro enterprises.

While micro enterprises in the producer categories compose a large proportion of business units, food services and retail provide the bulk of employment in the sector. According to DCC's 'Food and Drink Sector' report referenced above, the food and beverage service jobs make up 38% of employment in the sector, and retail another 26%.

Employment in the Food and Drink Sector

	Bridport Area		
	Employment	% of total employment	% of food and drink employment
Agriculture and fishing	300	4%	14%
Food & beverage manf	200	3%	12%
Food & beverage servs	800	10%	38%
Wholesale food and drink	200	3%	11%
Retail food & drink	500	7%	26%
Total Food & Drink	2,000	**27%**	

10 Dorset For You https://www.dorsetforyou.gov.uk/343586

11 Census 2011 – sourced from Bridport Neighbourhood Plan.

12 Dorset County Council Research and Consultancy, 2016.

Table 5: Source: BRES 2014, ONS. Figures have been rounded to the nearest 100 (See Appendix B for a more detailed breakdown of employment)

What skills do people in this sector have, and what jobs do they do?

Occupations in the food and drink sector can look very specific (such as a silver service waiter, a dairyman/maid, a cheese monger or a pastry chef) but in their skill requirements and levels they fit into a broad heading and description giving a range of occupations that can be found in most industries such as:

- managers;
- science and research professionals/associates/technicians;
- business and media professionals/associates;
- administrative/secretarial occupations – also at elementary level;
- skilled trades such as chefs but also including agriculture/electrical/electronic/building – and also similar trades at elementary level including waiters, bar staff, farm labourer;
- sales occupations;
- customer service occupations;
- process/plant/machine operatives;
- transport/mobile machine drivers.

It is therefore very difficult to use occupational data to determine what skills people in the food and drink sector have as opposed to people in other occupations, or what skills they might need in the future to ensure a resilient and robust sector.

C. SPEND ON FOOD AND DRINK

How much money do we spend on food and drink in Bridport?

Let's look again at the data from Mint UK. We can see a summary of the relative contribution of the different components of the local food and drink supply chain, below:

Type of business (SIC 2003)	Est or Act Turnover £k Last avail. Yr	Est or Act Employees Last avail. yr	# Businesses	% of total turnover
Producers (Agriculture and Fishing, food & drink manufacture)	£20,002	500	165	19.8%
Retail	£56,699	500	35	55.5%
Bars, Rest., Catering	£10,636	800	90	10.57%
Wholesale	£11,881	200	5	11.8%
	£99,218	2000	295	100%

Table 6: Summary by category, by turnover. Mint UK data–2012. Figures rounded to nearest 1,000

These data provide a breakdown on various spending categories in the supply chain, however if we're interested in strengthening and making more resilient the local food economy, we must dive a little deeper into the retail spending figures. Retail food and drink turnover - this category presents a picture of how much the local community is spending on everyday needs from retail outlets in the Bridport area. The figures above will include visitor spending and some non-food spending, but we can begin unpicking this data and put together a picture that will give us good indications of how much is spent on food and drink in the Bridport area and in what kinds of enterprises.

Going back to the MINT UK data from 2012, see table 7, below, we see some breakdown of retail spending in specialty shops, on fruit and vegetables, meat, baked goods, etc. Surely, there are retail seafood sales in local shops, however the data is incomplete. And there is no indication of how much is spent in supermarkets.

	Category	**Annual Turnover (£m)**	**Employees**
5221	Retail sale of fruit and vegetables	£1,682	10
5222	Retail sale of meat and meat products	£1,760	20
5223	Retail sale of fish, crustaceans and molluscs	x	0
5224	Retail sale of bread, cakes, flour confectionery and sugar confectionery	£1,704	30
5227	Other retail sale of food, beverages and tobacco in specialised stores	£2,228	30
5211	Retail sale in non-specialised stores with food, beverages or tobacco predominating	£1,007	20

Table 7. Breakdown figures for different sectors within the local food economy – 'x' indicates where data is not readily available. Source: Mint UK data – 2012

The typical household spend on food is reported each year by the UK Government, which will give us another perspective. The Office for National Statistics (ONS) Family Spending report tells us that **typical South West households spent on average £60.40 per week** on food and non-alcoholic drinks in 2016.[13] Multiplying these figures with the number of households in the Bridport area, we get an estimated **£28.8m spend on food and non-alcoholic drink for 2016**. If we add in the average weekly retail spend of £7.70 for alcoholic drinks, this aggregate figure grows to about **£32.5m for 2016**, **or about £625,000 per week.**

[13] Detailed household expenditure by countries and regions, UK: Table A35 https://www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/expenditure/datasets/detailedhouseholdexpenditurebycountriesandregionsuktablea35

Bridport spent around £625,000 per week on food and drink (£32.5m p.a)

Bridport has 31 eat-in or take-away outlets (restaurants, bars, pubs, take-aways, etc), the majority of which are local independents. We have not had capacity to explore smaller categories such as wholesale trade or the 'going out' food and drink spend in Bridport area. However, ONS data tells us the average spend by South West household on restaurants/cafe meals or other takeaways/catering is £32.60[14] (including £6.50 for alcohol) per week.

According to ONS, households in the South West spend £32.60 per week on food and drink outside the home (cafes, restaurants and takeaways). This could be equivalent to another £15.5m per year among Bridport residents.

So, if we are representative of the region, this would equate to **another £15.5m Bridport Area residents spend on food and drink per year**. One will immediately notice the discrepancy between the Mint UK data quoted by DCC's Food and Drink Sector report and what is suggested by the ONS. Although household spending on food and beverage services will include purchases outside the local area, it seems that the DCC quoted data would seem to **seriously undercount the spend in local provisioned services, especially given the large tourism market in the area.** Future research could help clarify this outstanding question, as well as establish how much of this is spent on local produce, and what the potential is for growing this figure.

What is the impact of tourism?

There is no readily available data that looks at food and drink spend by tourists in the Bridport Area. And, as has already been suggested above, the existing government data which would provide clues may be inaccurate. This could again be the subject of further study, which could look more into district and county level data. However, industry data may provide clues. The South West Research Company (via Dorset Tourism Association) estimate:

> "in 2014, Dorset attracted approximately 3.4m staying visitors and 25.5m day visitors generating a total business turnover of £2.5b and an estimated 47,000 actual jobs, or 13% of all employment, supported by tourism activity."[15]

According to Tom Munro of Dorset Food & Drink, part of Dorset Area of Outstanding Natural Beauty:

- The popularity of a large number of food fairs and festivals with annual total visits totalling >150,000
- These fairs and festivals providing a major sales opportunity for many local producers and traders, including a number of DF&D member businesses which rely on sales at public events drawing visitors from a wide area

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[14] Detailed household expenditure by countries and regions, UK: Table A35 https://www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/expenditure/datasets/detailedhouseholdexpenditurebycountriesandregionsuktablea35

[15] http://www.visit-dorset.com/dbimgs/Tourism%20in%20Dorset%20FINAL%20Feb%202016.pdf

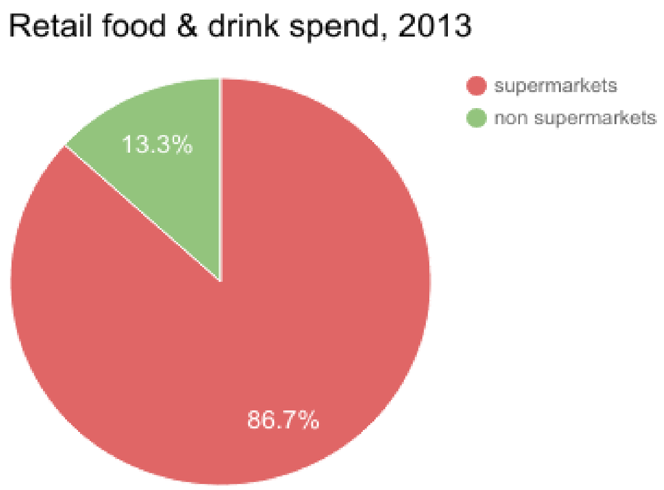
- Eagerness from a wide range of event organisers to increase the local food offer within those events: they know it provides an additional visitor 'draw'
- The acknowledgement of local food and drink as important to the visitor economy by the area's destination management and economic development bodies, and inclusion within their respective plans and strategies."[16]

According to Scott Conliffe of Bridport and District Tourism Association[17], tourism in the Bridport area generates £57m every year and accounts for 1,300 Full Time Equivalent jobs in the Bridport area. What proportion of this spend is with local food and beverage services and food and drink retail outlets is unknown.

How much of this is spent in local independent food shops vs. large supermarkets?

According to the 'Food and Drink Sector' report produced by DCC[18], which relies heavily on the Mint UK data and references the same aggregate retail figure of about £56m food and drink spending in 2013, approximately £49m of this spending is with large supermarkets.

Total retail food spend, supermarkets vs non-supermarket:



This raises interesting questions concerning the role that large supermarkets play in the local food economy. If almost 87% of retail spending is with a small number of large supermarkets, how does this affect local resilience and food security? How does this compare with other places? Is this an indication of local resilience with regard to food supply, or lack thereof? And, what about this spend, doesn't it simply leave the local economy?

16 Source: Tom Munro, Manager, Dorset AONB

17 http://www.dorsetsgoldencoast.co.uk

18 MINT data — 2014

For starters, let's give these figures a reality check against the typical household spend on food as reported each year by the UK Government. The Office for National Statistics (ONS) Family Spending report tells us that typical South West households spent on average £60.40 per week on food and non-alcoholic drinks in 2016, as we saw above. Multiplying these figures with the number of households in the Bridport area, we get an estimated £28.8m spend on food and non-alcoholic drink for 2016. If we add in the average weekly retail spend of £7.70 for alcoholic drinks, this aggregate figure grows to about £32.5m for 2016. Another ONS dataset suggests that 84% of household food and drink spend is with supermarket chains and online services, which implies that approximately £27.3m is spent by households with these outlets, and about £5.2m with other outlets.[19]

We can add one more data set into this analysis. Mintel, a market research firm, provides data on average sales per square metre and average sales per outlet for major supermarket chains. There are four large supermarket units from Morrisons, Waitrose, Coop Food and Lidl, as well as units from two convenience chains, Spar and Londis. Let's focus on the four major supermarket outlets and their total food sales figures which we derive by estimating store footprint, multiplying accordingly the average sales per sq. m, and the proportion of this that is food and drink. This method shows aggregate food sales through the supermarket channel of about £43m, not including online sales.

Large Bridport Area Supermarkets

	estimated floor space per sqm*	total sales per sqm	%sales, food	estimated food sales, £000s
Morrisons	2,500	£12,688	65.20%	£20,681
Coop Food	1,200	£8,010	87.10%	£8,372
Wairose	700	£10,915	82.00%	£6,265
Lidl	1,200	£7,040	90.70%	£7,662
Total				£42,981

*Table 8: *estimated from GoogleMaps*
Data from Mintel, Supermarkets 2016, Leading Grocery Retailer Key Metrics

Comparing the results from DCC's research estimating supermarket food and drink turnover at £49m, with our analysis of the Mintel data estimating turnover of £43m, we might explain away the differences due to slightly different data and methodologies, and be reasonably confident that retail food and drink sales through this channel are somewhere in between. Analysis of ONS data is based on household spending estimates and suggests a **significantly**

19 **Expenditure on food and non-alcoholic drinks by place of purchase, UK: Table A2**, https://www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/expenditure/datasets/expenditureonfoodandnonalcoholicdrinksbyplaceofpurchaseukfinancialyearending2016tablea2

lower £28.5m is spent in supermarkets here, although it also suggests similar proportion of food and drink budget is going to the supermarkets and online, of 84%. What is accounting for these differences? We do not know, but it is possible that some of the difference could be due to spending by visitors and by non-household actors, such as local food and beverage service providers.

Returning to some of the questions posed above, if the local retail market is dominated by a few large supermarkets, doesn't this indicate a rather less than secure food and drink supply chain? Supermarkets offer large choice, convenience and the perception of low prices precisely because of their scale and the long concentrated supply chains that are an intrinsic part of the supermarket business model. But from where are products ultimately sourced? Long concentrated supply chains are, by definition, less able to include local suppliers selling into local markets. They are also less able to adapt to disruptions.

D. LOCAL SUPPLY AND LOCAL SOURCING TODAY

What do our local suppliers produce, and how much is their turnover?

As noted above, Mint UK data suggest there are about 165 producer firms representing a range of farmers, growers, processors and manufacturers in the Bridport area (see table 9, below). Most are micro enterprises with 9 or fewer employees. It is the smallest category in Bridport's food economy, accounting for only just over £20m out of £99m of annual turnover, or about 20% of annual turnover in the local food economy. We know, anecdotally, that some of this local produce finds its way into the local supply chain, but we do not have detailed or comprehensive data that can give us a clearer picture.

2003 SIC	Primary UK SIC 2003 Description	Turnover £000s	Employees	Business units, approx
111	Growing of cereals and other crops not elsewhere classified	£165	0	15
112	Growing of vegetables, horticultural specialities and nursery products	x	0	15
121	Farming of cattle, dairy farming	x	160	30
122	Farming of sheep, goats, horses, asses, mules and hinnies	£411	10	65
123	Farming of swine	x	0	x
124	Farming of poultry	x	0	x
125	Other farming of animals	£1,069	10	x
130	Growing of crops combined with farming of animals (mixed farming)	£988	10	20
141	Agricultural service activities; landscape gardening	£2,083	30	x
142	Animal husbandry service activities, except veterinary activities	£521	10	x

501	Fishing	x	0	5
502	Fish farming	£720	10	x
151 1	Production and preserving of meat	x	0	x
151 3	Production of meat and poultry meat products	x	0	x
152 0	Processing and preserving of fish and fish products	x	0	x
153 3	Processing and preserving of fruit and vegetables not elsewhere classified	x	30	x
158 1	Manufacture of bread; manufacture of fresh pastry goods and cakes	x	0	5
158 2	Manufacture of rusks and biscuits; manufacture of preserved pastry goods and cakes	x	20	x
158 9	Manufacture of other food products not elsewhere classified	x	10	x
159 3	Manufacture of wines	x	0	x
159 4	Manufacture of cider and other fruit wines	x	0	x
159 6	Manufacture of beer	x	50	5

Table 9: Latest from Dorset County Council 2016 (BVD). ' x' indicates where data is not readily available

Our data indicates that around £20m of Bridport's revenue is attributable to local food and drink producers.

How much is spent in Bridport on food that is grown, reared or processed locally?

The recent Food Future Bridport report (June 2015) gives some useful insight into our local food supply.[20] This study looked at the extent of local sourcing by independent food stores in the Bridport area, and also explored the supply network up to 30 miles from the Bridport area. This supply area is wider than that for the analysis above, so we will note where the geographic area impacts our estimates and assumptions. It indicated a "customer ratio (including allowance for heavier seasonal holiday traffic) averaged at circa 60% from Bridport and its immediate surrounds and 40% from elsewhere. This is extremely positive as it shows a high level of support from the local community." Over two thirds of Bridport's food hospitality businesses/retailers estimated that they sourced "60-80% of their produce locally (within five miles)".

20 Bridport Food Charter and Map, CLS Dorset, Tamsin Chandler (2015)

What are the main barriers faced by local food producers in Dorset?

Dorset's protected landscape presents opportunities but also some challenges for Dorset's farmers. 44% of the county is a designated Area of Outstanding Natural Beauty[21]. This means that polytunnels **-** protected cropping that is essential for extending the growing season in our climate - are often prohibited. Or food producers face a difficult and long battle with planners.

Access to land is also an issue. Land prices have been rising for the last 13 years, exceeding £10,000 an acre for the first time in history. This is extremely prohibitive to farming entrants, especially combined with low 'gate prices' and supermarket pushing prices down.

The main barriers to small-scale producers in Dorset are lack of affordable and secure land access. As one local producer from Tamarisk Farm says, "If it was not such a struggle to get these, or people had really long tenancies they would be willing to invest the meagre capital they do have, which would then increase productivity." The locally-based Landworkers Alliance has produced a rural manifesto to this effect [22], and Simon Fairlie, one of their members, has produced a report 'Farming Policy After Brexit'[23].

Other barriers cited by local chemical-free producers are lack of capital to invest in infrastructure and equipment, and low prices for food. Low food prices make it hard for producers, especially when operating on a small scale, to earn a living. "..when the price for produce is so low in comparison to the cost of living (when you get paid £3-4/hour, all the mechanics, maintenance gardeners, electricians, builders, accountants etc. get paid £30/hour, you wonder how it is that when you are producing something so essential it is so undervalued)."

Another important insight from CLS' Food Future Bridport work engaging producer stakeholders, are that their involvement in organic, permaculture-led, and agroecology is mainly because of political and moral commitments. One of our recommendations will be to resource more business support for this farming community, as they lack traditional business skills and accounting.

What are the real or perceived barriers?

One of our challenges is to identify and remove the barriers to more local trade within the food sector, for resident consumers and for business-to-business within the supply chains. Of course, there are many factors at play. For example, the local option may not offer the best price (real or perceived) or desired range or appearance, it can be more difficult to access local shops, and we recognise that purchasing decisions are subject to complex psychological processes, such as 'emotive reasoning', which are often influenced by the media and advertising. CLS Dorset's General Survey (see figure 2 below) and Food Charter report provides some insightful data on the issues and prohibitions to local people from buying local food.

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21 Southwest Research Company.

22 https://landworkersalliance.org.uk/2016/01/equality-in-the-countryside-a-rural-manifesto-for-the-parliamentary-opposition/

23 http://mollymep.org.uk/2017/02/20/fairlie/

Barriers for Resident Consumers
Communities Living Sustainably in Dorset's 2016 survey show around two-thirds of respondents buy most of their food from supermarkets and around one-third cook all meals from scratch. One quarter of respondents say that they buy more local food than a year ago, and do so largely in order to support the local economy. Local food appears also to be seen as more available and affordable than it has been previously.

What stops you from buying local produce?

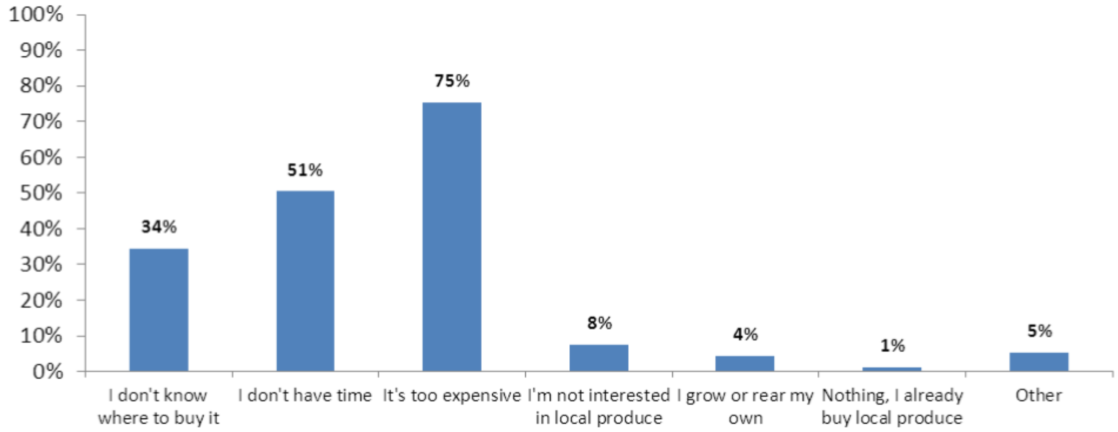
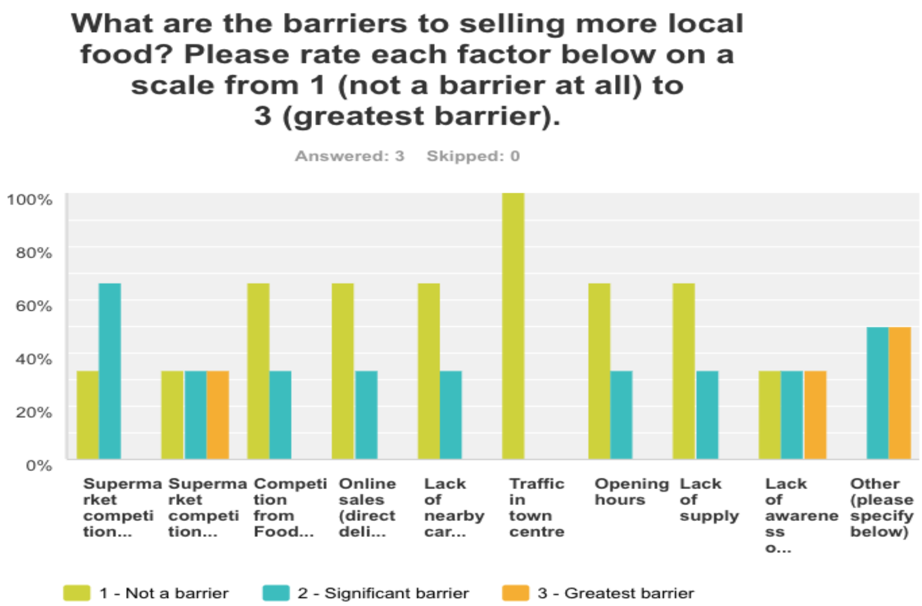


Figure 2. Data from CLS 2016 general survey, concerning customer barriers to buying local food. (96 respondents from West Dorset).

Barriers for Retailers
The Bridport Retail Survey gained more insights from the retailer perspective. The barriers they are identified are summarised in the chart, below.



Source: Bridport Retail survey (October 2016)

Reasons given in 'other' were

- TIME to both source local suppliers, and collect produce. Also lack of continuity of supply.
- High Council rents and rates for high street shops are a barrier to retailers (generally)

Augmenting this data, local greengrocers Sue English from Fruits of the Earth and Marina Price from Bridget's Market kindly agreed to interview the 11 food retailers in Bridport (3 butchers, 2 greengrocers, 2 bakers, 1 deli and 3 wholefood/health food shops). 5 questionnaires were completed in writing by the retailers, supported by interviews with proprietors and members of staff from 9 shops.

1. If you are interested in increasing the range or quantity of local products in your shop, how could it be made easier to do so?

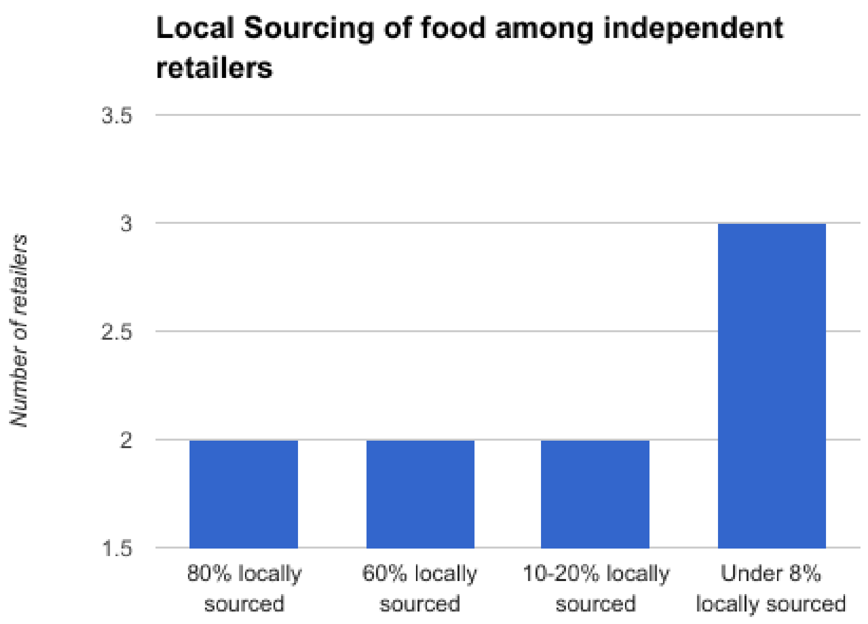
- *A local food guide for shops and restaurants would be useful, maybe online. This would show what they produce and how they can be contacted. (3 respondents)*
- *If there were more suppliers of local produce it would help (2)*
- *Support of the Council would be helpful by providing more free parking in the town (3) and by not allowing 'out of town' (especially out of county) food stalls on our market days (3) and by actively promoting independent shops as a key special feature of Bridport. (3)*
- *The annual Food Festival helps to promote the profile of Bridport as a local food mecca, but on the day actually detracts business out of the town (3)*

2. Have you experienced any particular difficulties in sourcing, ordering or selling local food?

- *Finding the producers (see above) (4) Sometimes foods are out of season, or things are not produced locally that are requested in the shop.*
- *Costs of products locally made can be too high and therefore unattractive to stock (4)*
- *Continuity of supply can be unreliable (2) (e.g Denhay Farm cheese)*
- *Some producers will not sell to more than 1 or 2 outlets in the town (2)*
- *Minimum delivery quantities can lead to a decision not to order (3)*
- *Local suppliers need to have an organized business operation (ordering, delivering systems, responding to emails etc.) This is sometimes lacking and can make life difficult for a shop keeper. (4)*

3. How would you define 'local'? What approximate percentage of your sales is local produce?

- 'Local' was defined by two retailers as 'within Dorset' and by 6 of them more broadly as 'in the South West' including Devon, Cornwall and South Somerset.



Local food supply

Over 165 food and drink suppliers in Bridport's 30-mile supply chain radius sell their produce through outlets in the town or directly to customers.

Production includes 165 suppliers but only accounts for 15% of all employment within the local food economy. It represents 165 businesses out of the 295 business in the local food economy, but only contributes 20% to the £99m annual turnover. Within the overall production figure, agriculture and fishing only account for 6%. **This is clearly a potential growth sector that could be developed, creating more local jobs and stronger local resilience.**

Checked against our own producer data, this gives an average turnover of £121,000 per supplier.

We think that local production could be increased to meet local retail demands. This is reflected in CLS Square Meal Debate[24] in relation to land use.

One local food producer says “I think there is room for great expansion of the organic market, and my strategy is to sell to people that don’t know they want organic (such as pubs) and win them round by the freshness and quality and flavour of produce. Certainly I feel there is plenty of room for me to expand.”

A member of PEPC, Peasant Evolution Produce Co-Operative, says “there is more room in the fields to produce more if there were demand. BUT right now there are too many small scale

[24] http://foodfuturebridport.org.uk/diet/securing-a-square-meal-for-dorset/

mixed farmers for the amount of buyers there currently are - bigger smallholdings are pricing smaller ones out of the market. And you need a certain size holding to make it work....".

E. WHY BOTHER CHANGING?

Why do we care where we spend our money, and where the stuff comes from?

Our research above shows that households in the Bridport area **spend about £32.6m on food and drink per year, but about 84%, or about £27.5m goes to our four large supermarkets and online services, with the remaining £5.2m going to local independent shops.**

Based on CPRE and New Economics Foundation (NEF) research quoted in the Totnes Local Economic Blueprint[25], we know that money spent in local independent shops delivers greater economic benefit than the same amount of money spent in national chain stores like the big supermarkets. This is because money spent with local businesses typically gets re-spent in the local economy not just on wages and local suppliers of products, but also on local services like accountants, marketing, printing, insurance, distribution, cleaning and so on. This local re-spend is generally known as the 'local multiplier effect.' National chains, on the other hand, tend to only re-spend locally on wages, with the remainder of their spending taking place outside the local economy - for example, with other national, large and/or remote suppliers and service providers, including marketing and ad agencies, banks, etc.

Estimates from NEF suggest the multiplier for locally-owned shops, stocking locally produced food can be as high 2.5, compared to a local multiplier for a national supermarket outlet of 1.4 or lower. This additional local re-spend through local shops and suppliers means more income and, ultimately more livelihoods. So, **if 10% spending in Bridport shifted from national supermarket chains to local shops, it could mean £2.7m added going directly into the local economy, with a respend, or multiplier effect, with another £2 to £3m in additional local respend circulating through the local economy.**

What reasons do retailers give in favour of local sourcing?

Based on primary research commissioned by CLS in Dorset[26], retailers identified a set of reasons to change and the primary benefits of local and seasonal sourcing:

- knowing provenance of the produce;
- benefitting the local food economy and community (employment);
- close relationships with suppliers – myriad benefits result from these personal relationships;
- reliability of supply;
- access to/first pick of special or limited items;
- local produce is fresher and of higher quality;
- animal welfare is assured;
- using local food is 'good PR';

25 "ECONOMIC BLUEPRINT FOR TOTNES & DISTRICT: OUR LOCAL FOOD ECONOMY", 2012

26 Food Charter and Local Food Map Report and Recommendations, Food Future Bridport, Tamsin Chandler, 2015

- incurs less environmental impact and is therefore more sustainable.

What benefit for local employment?

The Campaign for the Protection of Rural England (CPRE)'s food webs report[27] also usefully quantifies direct job benefits, and notes that local food businesses are particularly important as sources of employment. In terms of jobs, "local food outlets support on average one job for every £46,000 of annual turnover, whereas supermarket chains support one job per £138,000 to £144,000 of annual turnover. So in comparison, pound for pound, **smaller independent local food outlets support three times the number of jobs.** Research indicates this effect continues down the supply chain. For example, producers involved in the local food economy employed on average 3.4 full-time workers compared to the regional average of 2.3 per farm".

Supermarkets and other large corporations have been extremely successful at reducing the cost of labour per unit of turnover. While this has been good for profits and for their shareholders, it comes at the expense of jobs. While this is a complex issue that has to take into account the ability to price competitively in the cut-throat world of supermarket market share, we might ask whether just being able to buy some food as cheaply as possible is worth the cost, especially when often local, seasonal produce is no more expensive when bought from an independent outlet.

While CPRE reports that 4 in 10 shoppers are already prepared to pay more for local food, we appreciate there are differing viewpoints and needs here, and one of our aims is to ensure that everyone in our community can access reasonably priced, fresh, quality food, even those on the lowest incomes.

CPRE also reports that, "local food outlets offer direct and indirect markets for micro and small producers that are unlikely to be available through the distribution channels of supermarket chains."[28] Based on our data from Dorset Research and Policy, we calculated that 84% of businesses in the local food economy were micro-businesses employing 9 or fewer people. This shows that we need to create more support for start-ups and find support — social investment and other resources — for small businesses.

So the more local food businesses we have, the more paid employment we have in the Bridport area - significantly more than that provided by a supermarket, with a much greater range of skills.

We are not suggesting that 100% of our food and drink requirements are all sourced locally. There has always been trade across the region, country and the globe, and there always will

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27 CPRE From Field to Fork, the value of England's food webs, 2012, http://www.cpre.org.uk/resources/farming-and-food/local-foods/item/2897-from-field-to-fork

28 CPRE From Field to Fork, the value of England's food webs, 2012, http://www.cpre.org.uk/resources/farming-and-food/local-foods/item/2897-from-field-to-fork

be to some extent. Also we are not suggesting that the large supermarkets will cease to exist (though certainly they face increasing pressure from energy prices which impacts their logistical advantages), there will always be some demand for what they offer. An area of innovation to be explored may be to see how a community-based local food supermarket can offer a 'global supply chain-based'' supermarket experience, while retaining benefits for the local economy. The People's Supermarket[29], for example, is exploring this approach.

What are the additional Social and Environmental Benefits?

In addition to the financial impacts, there are a host of other social and environmental benefits arising from a strong and vibrant local food economy. While we have not been able to quantify these in any meaningful way within the limits of this study, this would be an interesting piece of follow-on research. Some of the main benefits include the following:

Reduction in food miles – this is a complex topic and the importance of transport varies for the different modes of transport and types of food. CPRE reports that, for example, "for field grown fruit and vegetables, transport emissions tend to be a significant part of the total, whereas for meat and dairy products the agricultural stage generates most emissions. However air freight contributes a large proportion to total transport carbon emissions: the 1.5% of fruit and vegetables transported by air make up 40% of all fruit and vegetable transport emissions. Driving to supermarkets for food plays a part too: cars contribute around a quarter of the total greenhouse gas emissions of food transport. Emissions due to shopping by car rose by 46% between 2002 and 2006."[30] So there are certainly opportunities for reduced carbon emissions for some food types, both from transport and production processes.

An improved place – food businesses interviewed by CPRE commented significantly on three main roles of their businesses: supporting the quality and character of their town (especially markets); supporting the quality and character of the surrounding landscape; and maintaining historic and listed buildings in use (retail outlets).

Social - in terms of social connections, CPRE reports that relationships are built between local independents via informal business networks. These enable mutual support, sharing of information, helping to deal with surplus produce or promoting each other's products. Many outlets offer informal support the local community, delivering goods for free for the elderly for example, and providing help in other ways where they can.

Growing, cooking and eating fresh food together can have a positive social as well as health impact on the local community. This has been shown for example by the HOME in Bridport's[31]

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29 The People's Supermarket http://www.thepeoplessupermarket.org/

30 CPRE From Field to Fork, the value of England's food webs, 2012, http://www.cpre.org.uk/resources/farming-and-food/local-foods/item/2897-from-field-to-fork

31 https://www.facebook.com/HomeInBridport

work with St.Mary's Primary school, which has not only altered eating habits amongst pupils, many of whom have not previously benefited from such a healthy food culture, but also led to 12 families becoming involved in a local allotment. CLS work nationally found that community growing projects can also have a positive impact on the local economy[32].

CLS Local Food Co-ordinator helped with NuFEAST[33] (Nutrition For Everyone, Available, Sustainable and Trusted) academic research project led by Dr Juliet Wiseman of Bournemouth University, which studied the components of a positive food culture. "Attempting to change diets by expecting people to put health first (specifically physical health) is unlikely to change eating habits which are accepted as culturally normal. Developing a strong and resilient food culture based on real values which can be shared seems a better approach to good eating. Bridport offers a possible model of such a culture, especially if the local food culture can be fortified and extended to reach more of the population. This culture is well supported but increasing the uptake of local food would help it to become more influential and sustainable. It is important enough to local people (who recognize its value) to seek ways to sustain it."

A diverse, vibrant, strong local food system is one of the most important building blocks for our local resilience. It not only improves access to nutritious and affordable food, but improves our local diversity in terms of species, ecosystems, products, occupations and so on. It has potential to provide a substantially enhanced carbon sink and reverse the decline in soil fertility, and reduce our dependence on fossil-fuel based fertilisers and other agrochemicals.

Where do the greatest benefits lie?

So now we know the value of our current food economy, and the justifications for making it more local, with the best outcomes for our local economy arising where local products are bought from local retailers.

Figure 3 captures this situation graphically, and shows who benefits from the four possible combinations of sourcing locally or non-locally, and spending locally and non-locally. Clearly, the most benefits arise in the green (upper right) quadrant.

[32] CLS Learning Guide #2: Strenthening the Local Food Economy https://www.groundwork.org.uk/communities-living-sustainably, and Federation of Community Farms - https://www.farmgarden.org.uk/news/community-growing-powerful-tool-good

[33] https://research.bournemouth.ac.uk/project/nufeast-nutritional-well-being-and-growing-food/

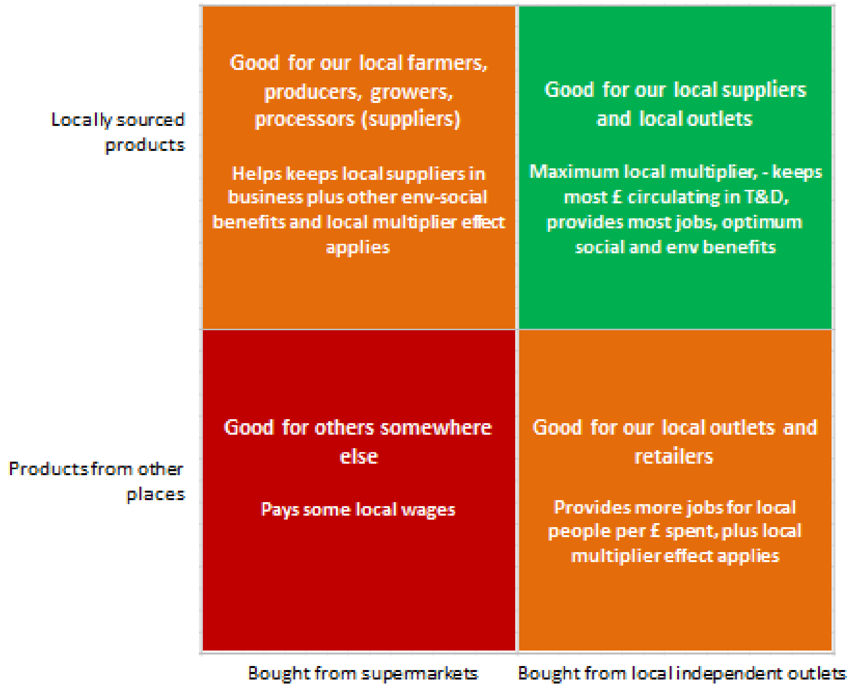

Figure3 Who benefits from decisions we make about our food and drink shopping in general? Source: Adapted from Totnes Economic Blueprint

F. GROWING THE LOCAL FOOD ECONOMY

Proposed approach, projects and activities

Key messages

- Bridport is the right size and scale
- It is still well served by independent retailers and blessed with great produce
- Customer experience - impact of knowing producers, reasons people are shopping this way
- Economic conversations could make the difference

But there are real issues:

- producers are very much on the edge financially
- tensions between different food cultures
- time/convenience
- retailers need to improve availability
- producers need to upgrade their business practices- food assembly, online dragon
- cost - we need to educate consumers about the True Value of food

So what do we need to do?

Key Opportunities. If we......

- build capacity of local food producers to increase their production and distribution systems
- enabled customers to understand about shopping local - what a pleasure and indeed a rare privilege it is in Bridport
- appealed to residents, visitors and 2nd homers to shift 10% of spend to buying local
- encouraged independents to be more convenient: late opening, deliveries, links to local hospitality businesses
- supported the online development potential of local food enterprises to improve their food offer to retailers and hospitality providers
- supported chefs and local retailers to find local producers
- instituted a nominal coffee tax to raise funds for local food projects
- turned the weekly shop into a direct investment in the kind of local food system we need

.......we could nurture and grow Bridport's special and unique local food economy! Luckily a lot is already going on in Bridport, but more can be done. Through the course of this research, we have engaged food entrepreneurs, community organisers, and local leaders, and identified initiatives that can that already are making a difference, or will, once they have launched.

These initiatives are aligned with policy recommendation made by the Bridport Neighbourhood Plan[34], and the Bridport and West Bay Coastal Community Team Economic Plan (January 2016), which represents opportunity for further collaboration. Three of the six priorities outlined are most relevant to this "community-led economic development" process, and the projects could be seen to support these:

- Enhancing workforce skills and employment opportunities
- Creating employment space for start-up and small businesses
- Supporting the value of the visitor economy

The following community-led initiatives are already underway, partially funded/started, or not yet funded/ resourced. Most have been mentioned at one or another event as part of Food Future Bridport, How Can Bridport Feed Itself research to date, or Bridport SOUPs.

Strategic Support and development of food enterprises:

Project	Status	Further Information

34

Southern Roots Community Supported Agriculture (CSA)	Launched 1/3/17, crowdfunded £9541, seeking new members to buy shares.	Adam Payne Dee Butterly, Southern Roots Organics info@southernrootsorganics.org
Development of Kitchen Collective	Looking for new members. Vehicle in use this summer with bookings lining up from Friendly Food Club during Festival Week and potential for street food partnership with the Electric Palace. Planning to develop a new KC mobile trailer	Jonny Gordon Farleigh, STIR stirtoaction@gmail.com Ines Cavill, New House Farm inescavill@googlemail.com
Community growing space and Local Food Centre at Vearse Farm	Community Growing and Care Area has been proposed by Bridport Town Council and community Groups.	Bob Gillis, Bridport Town Council Tim Crabtree Robert Golden robert@robertgoldenpictures.com
Cupboard Love Foodbank	Recently employed a co-ordinator and there is a regular Housing Desk and officer at Cupboard Love sessions. Generally signpost to other services such as CAB or the Harmony Centre for Health & Wellbeing.	Food Bank Caroline Gamble cupboardlove.bridport@gmail.com
Community Allotments - Skilling Allotment Garden project - Community allotment and orchard	HOME in Bridport in Skilling. This has been developing over the past 2 years and there are now a dozen families involved. Led by Rebecca Garner. Ongoing activities at community allotment and orchard	Robert Golden robert@robertgoldenpictures.com
Prep (and training) kitchen at New House Farm	KC van to become static interim on-site prep kitchen, walk in freezer already installed; potential for new dedicated kitchen if demand is proven.	Ines Cavill, New House Farm inescavill@googlemail.com

A small retailer/business network	Fruits of the Earth will initiate an informal, issue-driven email group so retailers can co-ordinate and take joint action when necessary.	Sue English, Fruits of the Earth Marina Price, Bridget's Market bridgets.market@gmail.com
Online shopping platforms • The Real Food Shop - Online Shop • Food Assembly	The Real Food Shop (at Bridport market every Saturday) is developing an online shop with Open Food Network to make organic produce from local smallholdings more accessible around the area. Email us to make sure you're on the mailing list for updates. Plans for a Food Assembly are being developed.	Laurie Walters, PEPC (Peasant Evolution Producers Co-Operative) info@pepcrealfood.co.uk Tamsin Chandler
Development of relevant economic policies for the Bridport Area Neighbourhood Plan.	Public consultation on draft policies expected Summer 2017. The Economy Committee is concerned with Town centre viability: this seeks to promote the commercial success and the independent character of the town centre, with its high proportion of independent retailers. It allows for some further small scale development and seeks to reduce opportunities for large scale development, which are more likely to attract chain stores. Vearse Farm: we propose a policy to steer what happens on the 4 hectares set aside for employment so that part of the site is used for affordable employment units.	Bob Gillis, Bridport Town Clerk BGillis@bridport-tc.gov.uk Brian Wilson brian@brianwilsonassociates.co.uk Caroline Meredith
Hospitality providers to take part in a voluntary Coffee Tax	This idea was suggested during HCBFI events, to raise funds for local food projects, but is not currently followed up or 'owned'	

	by anyone.	
Literary and Scientific Institute as potential host for enterprise hub and community enterprise breakfast networking	This more likely when new LSI Centre Manager is in post (Summer 2017)	Jonny Gordon Farleigh, STIR to Action stirtoaction@gmail.com
Develop a waste food project and other routes for distributing waste food – i.e. café, community fridge	Community fridge idea is in early stages, currently serving small-scale off grid smallholders.	Ines Cavill, New End Farm
Food club idea	Weekly/fortnightly joint cooking session community meal. This could include chef demonstrations, food prep skills, visits to farms etc, places of interest as well as learning from each other. The group would also come together at certain points and cook for the community (might be something to help homeless people, elderly, vulnerable)	

Raise Awareness and Create Demand:

Project	Progress	Further Information
Continue to develop Bridport SOUP with potential to move to a full Local Entrepreneur Forum	Two SOUPs successfully staged, raising funds and other support for community projects in 2016 and early 2017, with a third in development.	Jonathan Gordon-Farleigh, STIR to Action stirtoaction@gmail.com

Continue to support educational work with children and young teens via Discover farming to inform, educate and enthuse young people about where their food comes from, and the potential of a career in agriculture and the countryside.	Packed marquees at annual agricultural show, ploughing match and food festival demonstrating the relationship between soil, water sun and the food we grow and eat. Also taken stands in schools to talk to children. Established a classroom at Washingpool farm so that more than 350 children from nine local primary schools (in 2016) were able to visit and learn about growing food, seasonality and from where our food comes. All planted salad window boxes to take back to the classroom.	Lucy Hart, Melplash Agricultural society Lucy@melplashshow.com Vicky Holland, Discover Farming info@washingpool.co.uk
Influencing primary & secondary school pupils.	St. Mary's school to apply for Food for Life gold award and start a Sugar Smart project. Also Grow Your Own Pizza project where 9-10 year old children will sow and tend their own pizza toppings, including growing a patch of wheat to make their own base. New Teen Tent to feature at the Food Festival 2017. Emphasis will be on making the preparation of food fun! Hands on cooking - beef burgers (meat from local butcher) and rosti (vegetables from local green grocer), plus a LFG 'tasting' tent at new Bridport children's festival on July 27th	HOME in Bridport Project sarahwilberforce@googlemail.com Kathy Dare, Bridport Local Food Group (BLFG) kathy.dare@kayenne.co.uk

Buy Local Bridport / **Shift 10%** PR Campaign.	Building on CLS' 'Spend a Tenner Locally' and TTB Buy Local Bridport, need to clarify messages and broaden the audience. Also explore the real & perceived barriers to more local shopping, including labelling and infrastructure issues like parking, opening hours	Various media partners tbc (Potential include: Kathy Dare, Jonny Gordon Farleigh, Fine Times Recorder, Dorset Life, Dorset Eye) Buy Local Bridport Campaign - Sarah West barky66@hotmail.co.uk
More agricultural and horticultural training for local and young farmers.	There is a clear lack of food-related training in the Bridport Area, nearest at Kingston Maurward 20 miles away. Southern Roots CSA plan to offer horticultural training Improved communications with Kingston Maurward College and Discover farming working closely together to communicate with schools and Young farmers clubs.	Amanda Streatfeild amanda@higherdenhay.co.uk Tom Munro, Dorset Food & Drink T.Munro@dorsetcc.gov.uk Adam Payne, Dee Butterly info@southernrootsorganics.org Esther Baker estherbaker@kmc.ac.uk
Build on the Food Future Bridport materials and tools such as the local food map and the Wishlist for the Future of Food in Bridport	Education group of the Local Food Group hope to take this forward. Seek to gain funding from Sustainable Food Cities network and support from local sources for a local food coordinator.	Ines Cavill, Sarah Wilberforce, Caroline Meredith

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 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).	Ines Cavill and other media partners

Further research that could be undertaken

- Consider in greater depth the capacity for increased supply of local healthy food;
- the impact of tourism on the local food economy; and
- the social and environmental benefits of a vibrant local food economy.

Given the clear opportunities to increase local spend and local sourcing, where might we start? We suggest a collective an inclusive effort aligned with projects and work already underway, such as those we've referenced above. This ***'How Can Bridport Feed Itself?'*** project emerges from development work most recently carried out by CLS. Over the course of 3 years a representative group of local food stakeholders attended a total of seven network meetings while a wider group including community food practitioners, officers from the public sector and NGOs and members of the public from across Dorset came to four high profile public meetings. Therefore, there is already a community of interest around these issues and they could be re-invigorated by these economic arguments. This project has been led by CLS however what happens next will depend on a collective organised around specific goals and a willingness among the various actors to remain in contact, communicate, cooperate, and align their goals and objectives as suggested by the findings and recommendations of this report.

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Contact information:

To follow up on any of the specified project initiatives contact the lead person named in the table.

The Education committee of the Bridport Local Food Group will be keeping Food Future Bridport www.foodfuturebridport.org.uk communications channels going and helping take forward many of these initiatives.

A downloadable version of this report and the summary of Bridport's Community-led Economic Development research into local food, construction materials, and mental health is available via www.dorsetcommunityaction.org.uk/community-led-economic-development

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Appendix A What is the Local Multiplier?

LM3 was developed by **NEF [(New Economics Foundation)](#)** as a simple and understandable way of measuring local economic impact. It is designed to help people think about local money flows and how their organisation can practically improve its local economic impact, as well as influence the public sector to consider the impact of its procurement decisions.
An economic multiplier effect describes the impact that spending has in the economy, taking into consideration knock-on effects. The measuring process starts with a source of income and follows how it is spent and re-spent within a defined geographic area.

A higher proportion of money re-spent in the local economy means a higher multiplier effect because more income is generated for local people. More income retained locally, or nationally, means more jobs, higher pay and more tax revenue for government, all of which may lead to better living standards.

The New Economics Foundation (NEF) has explored in detail this 'local multiplier effect'[35], with examples given in the recent CPRE Food Web Report.[36]

Income from organic box schemes generates about twice as much for the local economy as supermarkets;

a. Cusgarne Organics, a farm with both local staff and local suppliers, generated £2 for the local economy for every £1 spent or a local multiplier of 2;
b. In Plymouth, £384,000 or around half the school meals budget was spent locally 'on seasonal, local produce,' generating around £1.2 million of value per year, a local multiplier of £3.04 per £1 spent;
c. In Nottingham local food spending for school meals (currently £1.65 million per year) generates over £5 million in value, or £3.11 in social, economic and environmental value for every £1 spent;
d. Similar studies in Northumberland showed every £1 was worth £1.76 to the local economy if it was spent with a local supplier, but only 36 pence if spent outside the area. In other words, £1 spent locally was worth almost 400% more.

Based on NEF research[37], CPRE uses a typical local multiplier of 2.5 for its food business calculations. It is beyond the scope of this work to calculate a local multiplier for our local economy here, or to explore more about the factors that impact on the examples given above, but clearly it is feasible for a relatively small transfer of spend from a supermarket chain or international/national supplier to an independent, to have a disproportionately large positive effect on the local economy.

35 NEF's guide to LM3 http://www.neweconomics.org/publications/money-trail

36 CPRE From Field to Fork, the value of England's food webs, 2012, http://www.cpre.org.uk/resources/farming-and-food/local-foods/item/2897-from-field-to-fork

37 New Economics Foundation (NEF), 2001, Local Food Shopping better for Rural Economy than Supermarket Shopping, 7 August, http://www.neweconomics.org/gen/m6_i121_news.aspx