

# ***How Can Bridport Feed Itself?***

## **Event Report, 15<sup>th</sup> September 2016**

### **1. Introduction**

This is a report of the proceedings and outcomes of *How Can Bridport Feed Itself?* working lunch at the British Legion Hall on Thursday 15<sup>th</sup> September 2016.

The event formed part of an “Economic Blueprint” process supported by Communities Living Sustainably in Dorset (CLS)<sup>1</sup> legacy monies from the Big Lottery Fund.

The ***How Can Bridport Feed Itself? (HCBFI)*** research sets out to quantify the current value of our local food and drink economy, identifying the number and types of jobs in food, weighing up the economic benefit to the town if our food system was even more local. This approach is bottom–up and people-centred, and intended to complement established Economic development plans.<sup>2</sup>

The process is co-ordinated by Candida Blaker of Dorset Community Action, with stakeholder engagement led by Linda Hull and research data gathered principally by Jonny Gordon-Farleigh of STIR to Action.

**The aims of the event were to**

- Engage local leaders in the food economy
- Present initial research findings
- Identify some information gaps and see how these might be filled
- Consider obstacles and opportunities to shift towards an economy that better supports local residents and traders
- Begin to map initiatives/ enterprises, some of which could be developed into funding bids or receive other forms of support
- Build a nucleus of local food stakeholder group who can act on findings and recommendations

A list of participants can be found at the end of this document, including stakeholders who are keen to take part but who were unavailable on the day.

The event showcased Kitchen Collective chef and grower Teresa Perrella of ‘Velicious’ who provided a tasty, seasonal, locally grown and ethically sourced vegan feast.

The facilitator was Jay Tompt, co-founder of the [Totnes REconomy Project](https://reconomycentre.org/)<sup>3</sup> and co-developer of REconomy Project's [Local Economic Blueprint Course](https://reconomycentre.org/home/economic-blueprint/)<sup>4</sup>.



<sup>1</sup> Communities Living Sustainably in Dorset, a partnership project funded by the Big Lottery Fund 2013-2016 to help communities in West Dorset adapt to climate change and live more sustainably. [www.clsdorset.org.uk](http://www.clsdorset.org.uk)

<sup>2</sup> For a Briefing Document see this [link](#).

<sup>3</sup> <https://reconomycentre.org/>

<sup>4</sup> <https://reconomycentre.org/home/economic-blueprint/>

*How Can Bridport Feed Itself?* as a set of activities builds on the prior work of CLS and its Food Future Bridport initiative. The above Vision statement chimes well with the [People's Wishlist](#)<sup>5</sup> for the Future of Food in Bridport gathered from hundreds of conversations with residents over the 3 years of CLS, which Linda presented as part of the introduction to the day (see below). Linda also drew attention to the established [Foodfuture website](#)<sup>6</sup>, e-news, social media accounts, and forthcoming digital food map which should be capitalised upon in any future PR and communications work.

**Let's teach children to grow, cook & eat good food**

**Let's trade local food in affordable, fair ways**

**Let's celebrate local producers and the businesses who source, cook and retail their produce**

**Let's serve free range, high welfare meat and more vegetarian and vegan cuisine**

**This Wishlist for the Future of Food in Bridport** was gathered between 2013 and 2016 through hundreds of conversations with residents as part of Communities Living Sustainably in Dorset. Several great food businesses and projects are already working together to make Bridport's food culture more equitable and more resilient.

**Let's debate the health impacts and ethics of our food system**

**Let's make land available to grow your own**

Our town council lends great support to allotments, community food projects, markets and festivals.

**Let's minimise food waste**

**Let's understand the links between food production, diet and climate change**

A big thank you to all those who have been involved with CLS; we hope everyone who cares about food will be inspired to help make these wishes keep coming true.

## 2. Our shared vision

The working lunch was a first meeting of stakeholders designed to crowd-source an answer to the question: *How Can Bridport Feed Itself?* The meeting agreed to develop a Vision Statement which is drafted below, based on your inputs. We invite your feedback.

'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.'

<sup>5</sup> <http://www.clsdorset.org.uk/userfiles/files/The%20People's%20Wishlist.pdf>

<sup>6</sup> [www.foodfuturebridport.org.uk](http://www.foodfuturebridport.org.uk)

### 3. Blueprinting food systems elsewhere in the UK

Jay Tompt ran through some key findings from a similar process in the market towns of Totnes, Buxton and Tavistock plus Brixton and Herefordshire. He emphasised the importance of:

- gathering data to evidence and identify the “size of the prize”
- coupled with fostering entrepreneurial activity and
- cultivating relationships with people in a position to act on the knowledge that a much greater percentage of food spend can be captured locally and used to strengthen local and regional economies.

Jay went on to detail some of the projects emerging from Economic Blueprinting in Totnes including a crop gaps initiative [Grown in Totnes](#) and the soon to be launched [Totnes10](#), 10% shift campaign encouraging increased spend with Totnes’ independent retailers. This echoes Foodfuture Bridport’s<sup>7</sup> ‘Spend a Tenner Locally’ and ‘Localise your Signature Dish’ campaigns.



### 4. Bridport’s Local Food Economy: key findings to date

Key findings uncovered by *How Can Bridport Feed Itself?* research<sup>8</sup> so far:

- The Bridport area’s local food and drink economy has around **300 businesses, employs 2,000 people and is worth £99.2m per year.**
- **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.
- **81% of food & drink businesses in Bridport are micros** with fewer than nine employees

Annual food spend in Bridport and surrounds breaks downs like this:



- **£32 million** – the annual expenditure on food and drink by Bridport’s 9,120 households (Home consumption, not including restaurants/bars/takeaways).
- **£26 million or 79% of the £32.9m food and drink spend of each household is spent in large supermarket chains.**
- **Just 16% or £5.1m is spent in independents.**
- **5% is spent online.**

Applying the 2.5x local multiplier<sup>9</sup> to the Bridport area:

<sup>7</sup> [www.foodfuturebridport.co.uk](http://www.foodfuturebridport.co.uk)

<sup>8</sup> 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](#).

***If just 10% (£2.6m) of our current supermarket spend (£26m) was instead spent in our local independents, an additional £6.5m would be re-spent into the local economy.***

Pound for pound, local shops support nearly three times the number of jobs as supermarkets. That is one job for every £46,000 of annual turnover compared to one job for every £144,000 at supermarkets.

***Taken to the Bridport area example, if 10% of our current supermarket spend was instead spent in our local independents, this could create 56 additional jobs.***

## **5. Key Opportunities / initiatives identified by the participants:**

<b>Opportunities / Initiatives</b>	<b>Who is involved/ can take forward</b>
The Literary and Scientific Institute as host for a KMC satellite/demonstration kitchen/cafe	
Community CSA/aquaponics at Vearse Farm	Tim, Robert
Integrating these ideas into the town's new Economic and Neighbourhood Plans	Caroline, Brian
Support growth of the Kitchen Collective	Jonny, Tia
A small retailer/business network	Sue, Marina, Tamsin, Laurie
Stronger, more joined up network	
Local/regional lobbying	Jay, Bee
New Local Food Centre	see Tim
New prep kitchen at Newhouse Farm	Ines
St Michaels Trading Estate	Jonny, Andrew
Influencing secondary school age students	Ines, Discover Farming, Talkaoke+ KC at schools...
Food Hub	Tamsin
Coffee tax to fund local food projects	
Bridport SOUP Crowdfunding	Jonny, Linda ...

Some of these are already underway, others are new and potential ideas. There will be others to be identified by other stakeholders who were not present this time. *Please let us know of other ideas or initiatives so we can pool the knowledge and help generate support.*

## **6. Next Steps**

### **Research and data collection:**

We will aim to complete the data collection and publish our research report by the end of the year, 2016. So we are now filling some gaps, including by undertaking a survey of local retailers and possibly of producers. Please let us know if you have any data which could be useful, or are willing to participate in any further data gathering.

### **A 2<sup>nd</sup> event – on Wednesday 9<sup>th</sup> November 2016 (afternoon/evening):**

We will convene another event which will focus on an action plan, i.e. look at project initiatives (existing and new) and consider what could be supported for example by local

<sup>9</sup> Using matrix developed by New Economics Foundation, 2.5x is the local multiplier effect for spend with a local supplier instead of a supermarket. L3 or local multiplier equation: direct spend + indirect spend + induced spend

economic development strategies, funding bids and skills. This may take the form of a Bridport SOUP<sup>10</sup>-like event to pitch and vote on projects to take forward.

### **Social Investment**

We intend to back this research up with social investment, so, for example, are supporting the 'Bridport Soup' and the development of a Local Entrepreneurs Forum. We are also gathering information on other available forms of support, for example grant funding sources, Crowdfunding, skills development (through Building Better Opportunities) etc.

### **Dissemination and advocacy**

We are sending this report to people who have already said they would want to be involved. If you want to suggest others, please let us know. We will make the research report and key research findings available via website and by request. We will participate in meetings where possible (e.g. Coastal Communities Team or Neighbourhood Plan groups) and continue to engage with a range of stakeholders, including feeding back to local authority partners elsewhere in the county.

### **Working with you**

This builds on previous initiatives, not least Food Future Bridport work to build a stronger more resilient food economy. We have a real chance to make significant impact. Your expertise and passion are making a difference. Click [here](#) to add your name and what you can do to the list we started during the event. If you know of other opportunities and initiatives, or have ideas, please also add them in!

Also, Dorset Community Action has secured a small amount of additional funding to undertake further local economy research in Bridport. From suggestions at the *HCBFI* event, as well as other feedback, we are planning to explore opportunities for Energy (Renewables and Efficiency) and Health & Social Care, in the coming 6 months. If you would like to be involved in any way, please let Candida know!

With many thanks!

*Candida, Linda, Jonny, and Jay*

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To view presentation slides of the day:

[HCBFI Food Future and Research headlines](#) so far.

[Jay Tompt](#)

For information on REconomy Project's online [Local Economic Blueprint Course](#)

Photos Ines Cavill.



### **Appendices:**

- A. Workshops session notes – What do We Want to See? What is in Our Way?
- B. CLS Bridport Local Food map
- C. Event Participants and other stakeholders

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<sup>10</sup> <https://www.facebook.com/BridportSoup/?fref=nf>

## Appendices

### A. Workshop sessions in response to these questions:

What do we want to see?	What is in our way?
<p><b>People</b></p> <ul style="list-style-type: none"> <li>• Young people leading the way</li> <li>• More students of agriculture</li> <li>• Schools produce and consume their own food and focus on sustainability in the curriculum</li> <li>• More small producers</li> <li>• Cultural and social events around food</li> <li>• 50-100% of people shopping with independent local traders operating extended hours</li> <li>• People value healthy, local food</li> <li>• Poor people can afford to eat well</li> <li>• Make it normal!</li> <li>• Federations</li> <li>• Teen work experience in local food and drink establishments</li> <li>• Meals on wheels scheme that takes elderly to a communal meal</li> </ul>	<p><b>People</b></p> <ul style="list-style-type: none"> <li>• Food culture: most people want convenient, cheap food &amp; lack confidence/time to buy/cook</li> <li>• Older people's attitudes and habits</li> <li>• Young people want chains/brands</li> <li>• Not everyone is a foodie</li> <li>• Inertia</li> <li>• Apathy</li> <li>• Poverty</li> <li>• Lethargy</li> <li>• Risk aversion</li> <li>• Lack of leadership and capacity</li> <li>• Customers perceived/real time poverty</li> <li>• Habit and routine</li> <li>• Mindset</li> <li>• Time constraints</li> <li>• Backlash against being told what to do/eat</li> <li>• Protectionism amongst traders</li> <li>• Rurality gives rise to isolation</li> <li>• Lack of lobbying power</li> <li>• Lack of understanding/education about seasonality</li> <li>• Ignorance of provenance</li> <li>• Lack of (capacity to be involved in) co-ordinated, joined up working (need Linda to stay employed)</li> <li>• Loss of graduates and professionals</li> </ul>
<p><b>New Infrastructure</b></p> <ul style="list-style-type: none"> <li>• 24/7 Bridport Market – online ordering and delivery</li> <li>• Supermarkets and multinationals are gone are gone; less charity shops</li> <li>• 5-10 Community supported agriculture (CSA) projects on the outskirts of town with regular work &amp; social days (cf. Tamarisk could supply West Bexington food box for £40 per month)</li> <li>• Aquaponics at Vearse Farm (Robert Golden etc.)</li> <li>• Big market in the former supermarket car park</li> <li>• A daily market</li> <li>• Food assembly</li> <li>• Micro brewery pub</li> </ul>	<p><b>Infrastructure</b></p> <ul style="list-style-type: none"> <li>• Lack of sufficient work/enterprise space</li> <li>• Lack of access to £</li> <li>• Land and house prices make farming inaccessible</li> <li>• Lack of parking for small shops</li> <li>• Opening times of small shops – can we extend late night shopping?</li> <li>• Lack of bike parking</li> </ul>

<ul style="list-style-type: none"> <li>• Service stations sourcing locally</li> <li>• A fish shop in town</li> <li>• More electric vehicles</li> <li>• Pedestrianisation</li> <li>• Co-housing and housing co-ops</li> <li>• Youth Council</li> <li>• Bike parks, bike hire and bike surgery</li> <li>• KMC satellite in town to provide courses in agriculture/food enterprise</li> <li>• People's Supermarket</li> <li>• Farm shops</li> <li>• Schools for research and change</li> <li>• New generation of small processing facilities for home grown/foraged food</li> <li>• Community composting scheme to build fertility of Bridport soils</li> <li>• No parking restrictions – free parking everywhere</li> <li>• More bikes, less traffic – school runs need redirecting</li> <li>• More food waste to energy schemes</li> <li>• Planning freedoms for low impact homesteads and polytunnels for smallholders</li> </ul>	
<p><b>Economy</b></p> <ul style="list-style-type: none"> <li>• More quality, fun employment in food with higher wages</li> <li>• Community exemptions and tax breaks for new food start ups</li> <li>• Better prices for food producers</li> <li>• Sunday closing for all shops</li> <li>• Food shops move into vacant premises – there is demand for them</li> <li>• Promotion of entrepreneurial activity – an incubator for young people's food and drink ideas</li> <li>• Coffee tax to create an income stream for food and drink seed-corn funding pot</li> </ul>	<p><b>Economy</b></p> <ul style="list-style-type: none"> <li>• Low/absent income for local producers</li> <li>• Growth of e-commerce and online purchasing</li> <li>• Can small food shops afford rents and rates?</li> </ul>
<p><b>Promotion</b></p> <ul style="list-style-type: none"> <li>• World famous sense of celebration around food at fantastic weekly farmers market</li> <li>• Local media support</li> <li>• Use KC food bus to get to new audiences</li> <li>• Buy from Bridport/Try Local Buy Local/Spend a Tenner Locally campaign – local branding with local food facts on stickers – ie local multiplier, more jobs</li> </ul>	<p><b>Promotion</b></p> <ul style="list-style-type: none"> <li>• Lack of resources to celebrate and disseminate good practices</li> <li>• Lack of identification of provenance</li> <li>• Lack of a champion to follow things through</li> </ul>

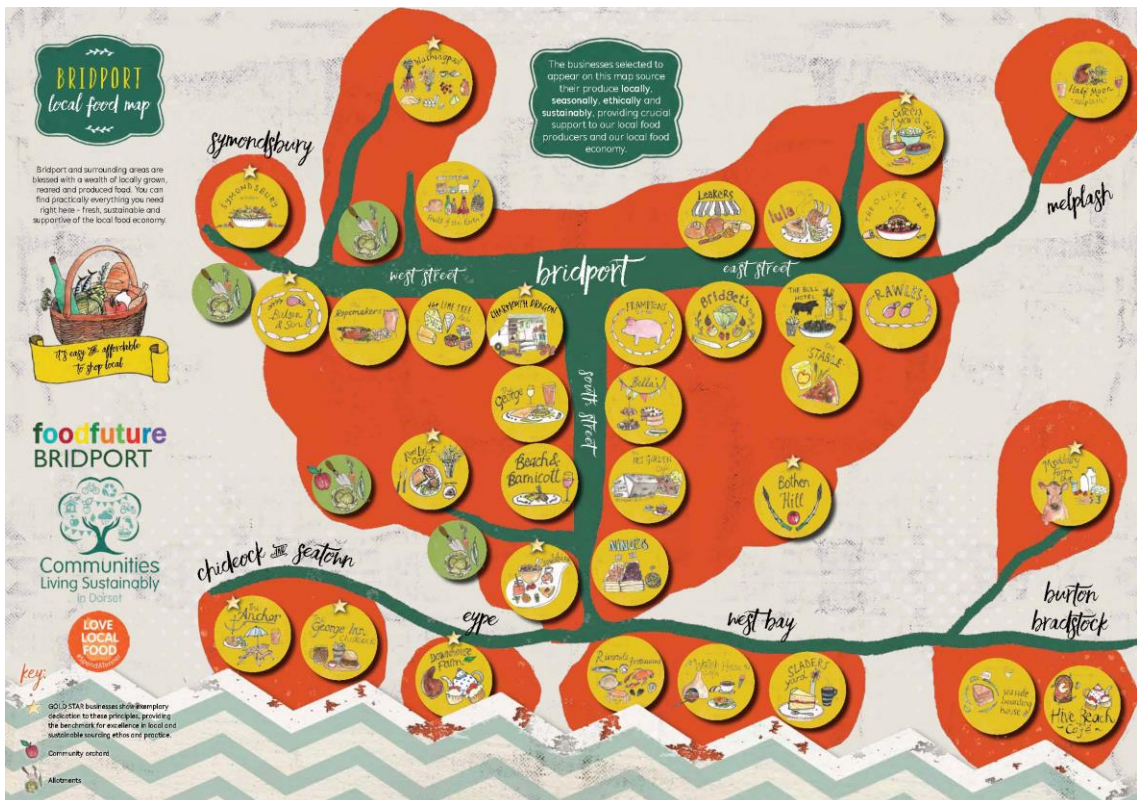
<p>etc; distinctively coloured price stickers and signs in shops; “We are 1 in 4” badges for food workers</p> <ul style="list-style-type: none"> <li>• Foodfuture news readership goes big scale</li> <li>• Ideas league launched county wide, funded by local authority (Weymouth, Portland, Chesil Trust)</li> <li>• Explain local economic blueprint within Economics GCSE/A Levels at local schools</li> <li>• Well promoted vegetarian menus</li> <li>• Regular local big events to highlight future of food and diet issues</li> </ul>	
<p><b>Improved food offer</b></p> <ul style="list-style-type: none"> <li>• Good food is visible everywhere</li> <li>• We grow more (specialist) vegetables here</li> <li>• Local, healthy and fast convenience foods and snacks available after hours</li> <li>• Local vegetable crisps at every shop/pub</li> <li>• Food that nourishes</li> <li>• More local “carry to car” delivery</li> <li>• No plastic packaging and associated litter</li> </ul>	<p><b>Supply</b></p> <ul style="list-style-type: none"> <li>• Lack of sufficient production?</li> </ul>
<p><b>Improved culinary skills</b></p> <ul style="list-style-type: none"> <li>• A creative kitchen in every school</li> <li>• Community kitchens cooking food daily for older people, schools, the needy, also supporting people with low mood</li> <li>• Reclaim LFL kitchens for batch cooking</li> <li>• Improved cooking skills so that everyone can cook</li> </ul>	
<p><b>Access to land/growing space</b></p> <ul style="list-style-type: none"> <li>• Long term secure and affordable land access with housing for farm workers – also microholdings</li> <li>• Farmers and councils releasing land, rethinking planning policies, growing woods</li> <li>• More and vibrant community allotments</li> <li>• Shared gardens in Skilling and Court Orchard</li> <li>• More flower/veg beds in town</li> <li>• Re-landscaped access to rivers</li> <li>• Roof top gardens</li> <li>• Local growing projects</li> <li>• Hemp and Flax production</li> </ul>	<p><b>Policy</b></p> <ul style="list-style-type: none"> <li>• Government support large corporation not small producers</li> <li>• Planning restrictions – need planners to understand that small farmers need to live on the land; that lengthy appeals are costly and stressful</li> </ul>



<ul style="list-style-type: none"> <li>• Goat club</li> <li>• Daily milking</li> <li>• An Abundance type project to collect and use unwanted fruit from trees and bushes</li> <li>• Sharing/swapping/donating of excess produce and garden gluts</li> <li>• Orchard and fruit tree planting around town</li> </ul>	
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<p><b>The partnerships needed to make this a reality! Who can/will take practical action!</b></p>	<p><b>Who else needs to be involved? (as well as the event participants and apologies)</b>  <b>Who do we need to influence?</b></p>
<ul style="list-style-type: none"> <li>• Bridport Local Food Group</li> <li>• Chamber of Commerce</li> <li>• School communities – teachers, parents, pupils, grandparents, teens</li> <li>• Procurement officers</li> <li>• Farmers</li> <li>• Planners</li> <li>• Grant funders</li> <li>• District and local Councillors need to be lobbied, not just Officers</li> <li>• Kingston Maurward College – James Parsons and Luke Rake (Principal)</li> <li>• Hospitality industries</li> </ul>	<ul style="list-style-type: none"> <li>• The general public</li> <li>• Poor people who eat badly</li> <li>• Affluent people with time and money</li> <li>• Consumers need to meet producers – Meet the Buyer, Food Assembly</li> <li>• Local policy makers</li> </ul>

**B. Local Food map**



## C. Event Participants

Ines	Cavill	Kitchen Collective
Tim	Crabtree	Schumacher College
Jay	Tompt	REconomy Project
Linda	Hull	Foodfuture Bridport, CLS
Sam	Wilberforce	Transition Town Bridport
Candida	Blaker	Dorset Community Action, CLS
Caroline	Meredith	Neighbourhood Plan Economy; Bridport Food Group
Sue	English	Fruits of the Earth grocery
Rebecca	Laughton	Land Workers Alliance, Tamarisk Farm
Marina	Price	Bridget's Market
Brian	Wilson	Neighbourhood Plan Economy, Economic Plan consultant
Juliet	Wiseman	Bournemouth University – NUFeast research
Jonny	Gordon-Farleigh	STIR to Action
Paul	Seaman	DCA – Building Better Opportunities
Raja	Jarrah	Neighbourhood Plan Climate Group
Teresa	Perella	Kitchen Collective
Richard	Toft	Bridport Renewable Energy Group
Katharine	Wright	Dorset Food & Drink, Dorset AONB
Unable to attend the lunch event but keen to be involved		
Laurie	Walters	Real Food Shop
Bob	Gillis	Bridport own Council
Andrew	Leppard	Neighbourhood Plan
Andy	Tyrrell	River Cottage
Tamsin	Chandler	Food Market/Assembly
Rosie	Mathisen	Neighbourhood Plan Economy Group, Consultant
Rosie	Russell	Arts Development Co
Edward	Berry	Flying Fork
Reg	Hanbury	Commission for the Protection of Rural England
Joy	Bariana	Redbrick Cafe
Adam	Payne	Landworkers Alliance, Lower Hewood Farm
Alex	Picot	Dorset Community Action, Chief Executive
Caroline	Morgan	Local Food Links
Kathy	Dare	Local Food Group
Katy	Graham	Town Council Project Manager
Phil	Frampton	Framptons Butcher
Sarah	Wilberforce	HOME in Bridport project, TTB
Tom	Munro	Dorset AONB
Kate	Handley	HALFF, Axminster
Kate	Hall	Dorset County Council, Community Energy Team
Fanny	Charles	FineTimes Recorder, Food Bites

