

## FeedingManchester #3 - Workshop 2: Which actions count?

### Introduction

At the previous FM events we have looked at obstacles to increasing access to sustainable food as well as examples of projects that help deliver the relevant actions in Manchester's Climate Action Plan. In this workshop we thought about what were some of the key characteristics these example projects that make them successful in doing what they do. The second part of the workshop people got to prioritise which of these actions have the most impact in terms of the following (this was done by people having six stickers of each colour and going round sticking them on the actions):

- **Carbon reductions** (blue sticker)
- **Increasing community resilience** (green sticker)
- **Food democracy** (red sticker)

The tables below show the outcome of part one and two of the workshop (obstacles, examples, key characteristics, comments etc. as well as the prioritisation results).

Action: <b>Develop the infrastructure to enable an increase in local food production within the community.</b>			
Result: <b>1<sup>st</sup> green, 2<sup>nd</sup> Red</b> (Scores: <b>22 red 11 blue 26 green</b> )			
<b>Obstacles:</b>	<b>Existing examples in Greater Manchester:</b>	<b>Nationally inspiring examples:</b>	<b>Key features that make the examples successful:</b>
Advice & training needed	Carbon reduction innovation fund HCGC Landshare Abundance Manchester & Abundance veg plot GOG (Bolton) Cracking Food BITE Wythenshawe Park walled garden Allotments Manchester Markets Community Orchards Green Pound Emerge Manc Permaculture Network Food Up Front Harp Cafe in North Alex Rd South Allotments Lost Plot (AFSL) - allotment in Southern Cemetery St Margaret's Community Garden E. Manchester 's Growing Club Parrs Wood Rural Studies	Roving Markets	Location – balance between improving access to good food and getting financial sustainability
Vandalism/ security issues		Salop Drive Market Garden, Sandwell, Birmingham	
Lack of allotments		London Food Links	
Lack of facilities for allotments		Organic Lea, London	Locally based
Lack of time and resources		Landshare	Mutually beneficial
Need to increase professionalism		Growing Communities	
Cultural barriers – very white middle class		Use healthy start vouchers in community food projects	
Land identification		Garden Share	Small scale, manageable, linking growers to users
		Cuba	Government support out of necessity
		Incredible Edible Todmorden/Guerrilla Gardening	Community support, good publicity, inspirational (local/elsewhere)
	Comfrey Project, Newcastle		
	Concrete to Coriander Garden House (M.I. USA)		

	Centre	Bost London	
	Fritz Haeg Alley gating growing Allotment regeneration and mixed used	Grow Sheffield	Holistic approach e.g. growing, harvesting, eating and waste reduction.
	Cheatham Hill CC – Pat Smith NEPHRA Luncheon Club	Bayley Hall Hyde Park (Alison Stockledge)	
	Woodhouse Park Allotments Groundwork GAPS Cavendish School Veg plot The Heap Tangmere Court Debdale Eco-Centre	Halifax, W. Yorks: Community allotments, NHS/Calderdale, Healthy Towns, + Pennine Housing.	
		Comfrey project London	Minority groups and those most vulnerable to fluctuating food prices gain a level of dependency
			Financial sustainability Land is not the issue people and skills are.

**Action: Develop the infrastructure to enable an increase in local food production commercially.**

**Result: 2<sup>nd</sup> blue**

**(Score: 7 red 19 blue 14 green)**

<b>Obstacles:</b>	<b>Existing examples in Greater Manchester:</b>	<b>Nationally inspiring examples:</b>	<b>Key features that make the examples successful:</b>
Lack of resources – council need to make resources available – land, money etc.	New Smithfield Market Grower buyer 'talking shop' - Unicorn/Dig/Glebelands/Glazebury The Time is Ripe Farmers markets in Greater Manchester (Piccadilly, Altrincham, Stockport, Northernnden, Ashton) Unicorn	Growing Communities  Organic Lea	Daring – thinking seriously about selling allotment produce  Food manifesto  Organic Lea sells allotment produce Added note: currently GC don't – due to impact on producers whose livelihood depends on it. Try to encourage swapping on allotments, processing - added value products, and growing produce the regular suppliers don't sell on FM, or sales in other places - away from Farmers Market (from meeting with them their model – Helen).
Planning regulations need to become more in favour of food production not development (protect good land)		Reas Heath - premises for small scale food processing	
Environment , trading standards , H&S		Myrescrof Colleges – agriculture colleges, food hubs,	

etc. often seem not very relevant to small producers – need discussion and 2 way understanding (how to make them relevant to size of ent., help producers to fulfil them)		catering training and processing facilities	
Council bureaucracy		Country Markets	
Need to do this without a big ego and learn from what's happening (other cities/councils etc.)		Get the Farmers Markets FARMA regulated	
		Kirklees small holdings	Action research to engage a whole estate for long period.
		Bioregional	
		Eostre/Hughes Organics	Quantities and distribution – only distribute what is financial viable – plan for your market (and plan for leaner rather than surplus – better to buy in then to have waste).

**Action: Increase education, skills and awareness among residents and industry about sustainable food through local activity campaigns & national programmes and media.**

**Result: 1<sup>st</sup> Red, 2<sup>nd</sup> Green**

**(Score: 26 Red, 4 blue, 20 Green)**

<b>Obstacles</b>	<b>Existing examples in Greater Manchester:</b>	<b>Nationally inspiring examples</b>	<b>Key features that make the examples successful</b>
Customer expectations Vs commercial reality.	Herbie HCGC Fareshare BITE	Jamie Oliver & Hugh	Visibility. Mainstream appeal
Cheap imports.	Food & Drink Festival GOG runs courses in organic gardening	Slow Food Movement	Credibility.
Competition with supermarkets & large nationals.	Community Nutrition Service HLN	Lucy Orta	
Need to learn from social marketing techniques.	Parrs Wood Rural Studies Centre Manchester Permaculture	Soil Association	

Behaviour change is difficult to achieve.	Network Food for Life Emerge Abundance Thrive	BBC Gardeners Question Time/ Gardeners World BBC	Credibility & a national institution.
Lack of understanding of the issues.	Points 4 Life Incredible Edible Wythenshawe Park walled garden project & Wardens	National Trust	Sustainable funding, land ownership.
Low incomes	Social care Manchester Adopt-a-chef (NW) Lets Get Cooking (NW)	Den Haag,	
Shops don't stock it.	Fever 8 Zest	HDRA – growing schools/Garden Organic	
People choose shops for cultural reasons	Sow the City Glebeland's Market Garden	Sustain	Detailed & thorough
People's eating habits	Debdale Eco Centre Transition	RHS	Knowledge, credibility
Lack of info re: producers.		Change for Life	
Public perception of price of organic food.		Good Grub Clubs – Adult	
Don't re-invent the wheel.		Slow Food Movement	
Learn from best practice examples		Food Task Force – Chris Namba	
		Off-Shoots	Innovative
		Sustainable Fishing	
		Bristol Transition	
			Rewards/knowledge is in the eating!

Action: **Maximise the contribution of gardens and individual household space to green infrastructure including advice & training on:**

- **Sustainable garden management.**
- **Domestic composting.**
- **Grow your own schemes.**
- **Organic food growing.**
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**Result: 3<sup>rd</sup> Red, 3<sup>rd</sup> Green**

**(Score: 15 Red 17 Green 12 Blue)**

<b>Obstacles:</b>	<b>Existing examples in Greater Manchester:</b>	<b>Nationally inspiring examples:</b>	<b>Key features that make the examples successful:</b>
Advice/training needed.	Chorlton Plant Swap Hulme Community Garden Centre	Gardeners World	
Lack of time /resources		Meat Free Monday	Money from Paul McCartney

Cheap imports.	GOG Bolton Vegan Organic	Delia Smith (Eat less processed food)	
Expensive/ not cost effective.	Network Transition BITE	The Boaz Trust	
Lack of L.A support for growing	St Sebastian CC (Kevin Oakly), Salford	Feast Southwark	
Lack of co-ordination between growers.	Walled garden & Community farm MRSN Sustainable Food	The Edible School Yard – School Project USA - Book	
	Project Debdale Eco-Centre Allotment society	Urban Farmer, San Francisco - Book	
	Bayley Hall Cafe Hyde Park Wythenshawe park	Urban Farmer, San Francisco - Book	
	Parrs Wood Rural Education Centre	Off Shoots, Burnley	
	Abundance Manchester.	School Garden Sales	Community Led action
		Carer Support Agencies	
	Blackburn gave out free compost bins.  A Food For Life school in Yorkshire employs a full-time person to manage sales of food & plants.	Lower Fields Primary School, Bradford	Employ <u>local</u> sustainability manager to link up with local

Action: **Encourage people to eat less meat.**

Result: **1<sup>st</sup> Blue**

(Score **34 blue 8 red 4 green**)

<b>Obstacles:</b>	<b>Existing examples in Greater Manchester:</b>	<b>Nationally inspiring examples:</b>	<b>Key features that make the examples successful:</b>
Has this action been removed from the CCAP?	Vegetarian Society	Meat Free Monday	Significant CO <sub>2</sub> savings.
Cultural assumption that we design cuisine around meat/diary	Vegan Organic Network	5-a-day	Healthier Diet.
Peoples eating habits & general resistance to change.	Unicorn Grocery	Climate Friendly food.	Financial Savings.
Lack of access to shops	Cracking Food.	Plants for a Future.	Supports local economy & farmers/producers
Lack of	8 <sup>th</sup> Day Cafe.	Friends of the Earth '	Demonstrating an alternative instead of

understanding of the issues.		Fix the Food'	telling people what not to do.
Advertising & marketing.	Earth Cafe (Northern Quarter)	Food Co-op	
The Meat Lobby	Council Offices go MFM.		
NFU protecting its members	Council Service providers (e.g. schools) go MFM.		
McDonalds & meat product – producers profit.	Big event launch with pledges.		
Supermarket's profits	Work with GM catering colleges on vegetarian/vegan nutrition.		
Cater's profits, but might not be negative.			
Training in non-meat catering.			

Action: **Create social enterprises to develop the growth of urban agriculture and market gardens.**

Result: **3<sup>rd</sup> Blue**

(Score: **14 Red, 14 Blue, 14 Green**)

<b>Obstacles:</b>	<b>Existing examples in Greater Manchester:</b>	<b>Nationally inspiring examples:</b>	<b>Key features that make the examples successful:</b>
Be careful of definitions –	Glebelands Healthy Start Vouchers (Unicorn/Herbie) Fairfield Anaerobic Digester Glazebury Unicorn HCGC	Incredible Edible Todmorden	Involvement & social interaction.
Some socially minded enterprises e.g. co-ops aren't included as soc' enterprises and should be. (& vice versa)		– Calderdale Council £10 registration fee payable for indefinite access to Council owned land for food growing	Accessibility for all. Increase local food production. Lower CO2
Planning Regs -		Stroudco	
Need to improve: e.g. protect good grade growing spaces for production.		Low Hub Transport	
Coal sheds into cold stores		Growing Communities	Drop off points for veg.
Don't re-invent the wheel –		CSA	

learn from others.			
Need an enabling council – make resources available – land, money etc.		Oklahoma Food Co-op	
Need to identify land.		Organic Lea.	Lots of initial funding (esp. for establishing infrastructure & getting equipment)
Council Bureaucracy.		Tollhurst Organics	Inspirational Leadership
Regulations need to be relevant to small producers & understanding created e.g between Env Health, H&S etc & producers	<b>Obstacles/ comments continued:</b>		
Change of government could make things harder.	Lack of skills/ knowledge – need growing apprenticeships		
We are doing it already – not recognised.	Selling surplus – established & stable market.		
Council always wants new projects.	Start up difficult – money, resources, red tape etc.		
Time restrictions	Logistics of distribution.		
Marketing.	Small schemes – no time off/sick leave etc.		
Imbalance of margins & power with supermarkets.			

Action: **Develop a food sustainability quality mark for the catering and restaurant industry.**

(Score: **2 Red, 5 Blue, 0 Green**)

<b>Obstacles:</b>	<b>Existing examples in Greater Manchester:</b>	<b>Nationally inspiring examples:</b>	<b>Key features that make the examples successful:</b>
Lots of separate marks will confuse consumers.	Food for Life Time is Ripe Green Business (Visit Manchester – Isinglass restaurant has it) Regional food group	“Peak Choice” (quality local food mark for Peaks area) – could be used by caterers.	
Lead to competing marks.	quality marks for supply 'Taste of the North West'	Climate Friendly Food	Established by people we trust.
Choose a model that really works – dont start from scratch.	Environmental Business Pledge.	Leeds University Quality Marks (does Manchester have anything similar?)	
Dont re-invent the wheel.		Swan Eco Labelling	Has to be an aspiration for the outlet/ something they can be proud of.
Don't do this with an ego & learn from what already exists.		London Food Links	
		Bradford's Food Strategy	
		Healthier Food Mark (not as inspirational as e.g. F4L, but important to be aware of it).	
		Sustainable Restaurant Association	Clear message & good communication to the public.
			There are opportunities for publicity about the issues – people need to be told what it means

**Actions we hadn't looked at before (so all filling in done in this workshop):**

Action: **Support the development of a Northwest food plan ensuring it meets the needs of Manchester consumers and businesses, increases the capacity of regional growers and improves the supply chain to enable residents to buy more sustainable food.**

(Score: **5 red 0 blue 3 green**)

<b>Comments:</b>	<b>Obstacles/Questions/worries:</b>	<b>Existing examples in Manchester:</b>	<b>Nationally inspiring examples or ideas for how?:</b>	<b>Key features that make the examples successful:</b>
Food NW already has a food plan and there is a NW food & Health plan that is a public health lead.	Should we be influencing existing plans rather than creating new ones? - Yes please!	Food North West North West Food and Health Task Force		
Also needs to complement Food Future's strategy.	Is the current NW food plan anywhere near bold enough?	FSA regional network		
Do we over plan?	Not enough action			
	Promoting luxury food sales			

Action: **Identify and develop good practise legislation for private gardens, including enforcement and regulation to assist in sustainable use of land by individual owners.**

(Score: **2 red 4 blue 7 green**)

<b>Comments:</b>	<b>Obstacles/Questions/worries:</b>	<b>Existing examples in Manchester:</b>	<b>Nationally inspiring examples or ideas for how?:</b>	<b>Key features that make the examples successful:</b>
You can't pave over your garden anyway – you have to get planning permission.	Legislation & Bureacracy	'Plan BEE' by co-operative food	Dig for Victory (1941/2 - 1945)	
Very hard at the moment to get a licence for owning livestock (e.g. pigs) (chickens not so difficult)	What the neighbours think	Manchester Abundance (in development)		
Would be good to encourage biodiversity/wildlife	Food hygiene, good animal welfare &	Riverbank Café & Market Garden		

habitats in private gardens	husbandry			
Turning back paved carparks				
Putting more green onto streets				
Encourage compost bins			Blackburn gave out free bins	
Restrict pesticide and fertiliser use			Banning of Creosote	

Action: **Continue to work with the Waste & Resources Action Plan (WRAP) and support the Recycle Now and Love Food Hate Waste campaigns.**

(Score: **3 red 12 blue 3 green**)

Comments:	Obstacles/Questions/worries:	Existing examples in Manchester:	Nationally inspiring examples or ideas for how?:	Key features that make the examples successful:
Extend waste recycling to sewage	Capital investment	Fairfield Debdale Eco-Centre	Shanghai?	Closing the nitrogen cycle Sustainable Living
Reorganise sewage to more sustainable	Educational		Eco Schools	Sensible buying
	Local government buy-in.			
	Public hostility to composting			
	Voluntary uptake			
	Apathy			
	Slightly corporate overall initiative			

Action: **Implement the governments food packaging strategy.**

(Score: **0 red 2 blue 0 green**)

Comments:	Obstacles/Questions/worries:	Existing examples in Manchester:	Nationally inspiring examples or ideas for how?:	Key features that make the examples successful:
What is this?	If there is no info about this how can people get involved in implementing it?	Herbie and Unicorn sell most fruit and veg unpackaged  'Google Glocal' by Jeff Heie: A film about living	Plastic bag campaign? - Learn from international Asian lessons (a country that has become plastic bag free?).  Milk floats (returnable bottles)	
Education is a good starting point	Is this a legal requirement			

(i.e. in schools and national awareness campaigns)	anyway?	sustainably in Chorlton.	& containers)	
	That there is such a focus on plastic bags. The focus needs to be on stopping manufacturers/shops over packaging in the first place.			

<b>Action: Encourage interim use of development sites for local food production.</b>				
<b>(Score: 5 red 3 blue 7 green)</b>				
<b>Comments:</b>	<b>Obstacles/Questions/worries:</b>	<b>Existing examples in Manchester:</b>	<b>Nationally inspiring examples or ideas for how?:</b>	<b>Key features that make the examples successful:</b>
Stockport MBC are focusing on bio mass on temp. sites	A lot of investment for a temporary solution		Incredible Edible Todmorden	Council support Small parcels of land
Chester Rd. Tesco site – guerrilla gardening?	Heart breaking - so much work & time to increase soil fertility for it then to get built on.		London's 2012 new commonwealth gardens	Inc Edible lease agreement for short term use of land for growing Thameside Council
Hulme by Asda petrol station – area where tree was chopped down.	Pollution issues?		New York	Keep it fun and owned by the people who live near it – ask for their imagination and their skills.
Temporary Growing Kits enable people to set up and grow quickly and move! Flexible!	Competition to design 'kits'?		Nottingham & Bristol Transition wards	
I wouldn't do it (depends on the goals).	Tesco Trafford Council Tories!	e.g. SLUG levenshulme		
	What about: D - erelict U - nderused N - eglected Land? (every Council has a list).			
	Initial funding?			
	How do you protect what's growing?			
	Will people want to take on land that might get taken away?			

**Action: Create a baseline of sustainable food consumption and production and increase year on year to 2020**

(Score: 0 red 0 blue 0 green)

Comments:	Obstacles/Questions/worries:	Existing examples in Manchester:	Nationally inspiring examples:	Key features that make the examples successful:
Needs to happen so we know where we are at.	Cost	Kindling		
Supermarkets should be accountable for what percentage of food is brought in from a distance.	Bureaucracy			
Definition of sustainable food is important	Would it be easier to record things that are easier to define – like 'organic' & 'local'			
School children create a school by school measure of food waste every day.	Structurally separated from educational department and from catering officers			

**Action: Carry out a co-ordinated land audit of the city region to assess current and future land use**

(Score: 7 red 5 blue 9 green)

Comments:	Obstacles/Questions/worries:	Existing examples in Manchester:	Nationally inspiring examples:	Key features that make the examples successful:
Does this include park land and street trees	Huge job!	MCC open space audit  Groundwork environmental audits (Salford).	Fed CF & CG have done feasibility study to create community land bank which may provide some info/funding (not sure but may have been taken up by national).	
Will need to be a continuous process – ensure kept up to date – will it be publicly available?	Funding? Who will be responsible for it?	SLUG food mapping i.e. where to grow it.  Aquaponics at Trafford Eco House	Incredible Edible	Local/small scale
Don't forget the waterways	Pollution	TCM in Whalley Range		

**Interesting comments at the end of the 2<sup>nd</sup> workshop:**

*That it was interesting that the community growing related projects came out highest for community resilience, as to make communities more resilient there will need to be far greater commercial level production as well as retailers etc. engaged.*

*That it's interesting to hear that – and maybe it would have been good to have people who thought particular actions were important speaking about them (selling the positives about it), before people made the decision.*

*None of the actions that we hadn't looked at before were given priority – but are possibly necessary for some of the other ones to happen?*