

Edible Assets Workshop Notes 14/09/10

PowerPoint Presentations can be found at

http://www.sustainweb.org/localactiononfood/local_food_events/

Service Delivery and Tendering for Contacts

Led by Tim Crabtree (Local Food Links) and Veronica Barry (Ideal for All)

See PowerPoint presentations for images.

Salop Drive Market Garden (Veronica Barry)

- Salop Drive Market Garden –based in the West Midlands, NW of Birmingham. Area of high unemployment, health issues due to poor diet and high level of land contamination.
- 10 years ago they developed strategic vision for derelict land. CSA strategy had been adopted by local authority and PCT “Growing Healthy Communities” embedded in local strategies
- Land reclamation for a growing site was possible through grant funding and a key point is that it was important to take a risk at an early stage when people didn't know what they were doing, but could be inspired along the way. They attracted interest in developing the land and focussed on regeneration of health and environment.
- On the derelict site they added greenhouses, site infrastructure (drainage, community gardens etc) user-led design, it was important to have people involved which they did via trips and consultations.
- All project strands were then packaged into fundraising sections: Organic production, engaging people at all levels, finding revenue and lottery funding and environmental action fund - a 3 year programme. Aimed for core funding from the PCT, initial drive was from public health –for diseases such as heart disease, stroke, mental health.
- Every 3 years Ideal For All produce a document/portfolio to show actions and activities.
- They have a service level agreement (SLA) with the local NHS and their outputs supports the public health local targets – clear activities and work programme, quarterly monitoring of performance. Takes 2-3 months to finalise the SLA.
- Services include
- Therapeutic gardening sessions – (self-referral, agency referrals, GP/hospital referrals)
- Ready Steady Grow – structured primary school programmes for pre-school children and reception, gardening, tastings, parents and tots.
- After school clubs
- Mini Allotments – active gardening for older disabled people and those with families
- Veg production – sale of produce through bags £8,000 a year, 60 households a week
- Healthy Lifestyle services pack has been developed for GP services. All GPs have a pack and can refer people to the relevant project.
- PCTs will be disbanded by 2013 and GPs will become main fund-holders, as well as the responsibility for public health of local residents will be transferred to local authorities.
- This will have a large impact on their future activities – beginning to examine how they can “sell” what they are doing to GPs and others. One of the key issues to grapple with is how to tailor the service to the “individual” e.g. via personal care packages i.e. an hour food growing, whilst at the same time be able to deliver on a strategic level and also cover costs.

TIM CRABTREE

- **West Dorset Food and Land Trust and Local Food Links**
- Local Food Links is a social enterprise which is currently piloting local food catering services for the elderly
- **Background**
- Grow It, Cook It, Eat It – funding from health authority in 2001 and then created the Bridport Centre for Local Food.
- Lots of successful projects rely on grant funding in early days - try to use this for capital rather than becoming dependant on it for revenue.
- They have a training kitchen, developed SLAs with health authority and have developed relationships over a number of years to formalise services.
- 6 years ago set up a fruit delivery scheme at a local primary school. Government then brought in the free fruit scheme, so had to change what they were doing.
- School Meals – all Dorset school kitchens had been removed them so they set up a soup lunch pilot scheme (children were eligible for free school meals) which they then expanded to meals.
- 8 Bridport primary schools brought together and school meals service of hot delivered food. Ethical sourcing using local suppliers.
- Have annual turnover of £400,000 – large proportion goes back into the local economy including 24 local jobs created. Now have a hub kitchen and do food for 21 schools and 2 nurseries. All SLAs are with individual schools and they had to persuade schools to opt out of main county council contract.
- They also offer vocational training - 3 secondary schools and children out of school service. 4 students over 3 days. Year 10 and 11 NVQ levels 1 and 2.
- School meals contribute 50% of overall costs for services so have to offer other options. Schools meals generally need subsidy and sales are seasonal e.g. schools only open 200 days a year. Therefore looking at delivering services to other people e.g. older people offer a more “regular” market. Working with WRVS to take over meals on wheels service
- Currently do 1200 school meals a day, 10-12 years to get to this stage.
- Legal structure - set up as a charity - set up an Industrial Provident Society
- Important to foster collaboration of community food enterprises – maybe they can bid for contracts together.