SUSTAINABLE FOOD CITY – FUNDING STRATEGY
WORKSHOP

PROGRAMME SUMMARY

1. WELCOME AND INTRODUCTION
Host
- Purpose and aims
- Timing and agenda
- Style and approach

2. FUNDING – SO FAR
Facilitator
Funding the Food Partnership
How well has it worked so far?

- Use a continuum exercise (position on a line to represent how you feel)
- Identify factors that influence responses
  → What has worked well and less well? And why?
  → What has made it easy/difficult?
  → What would make securing funding easier/more successful?
  → Who needs to do what?

3. TYPES OF FUNDING – FILTER
Facilitator/host
- Brief introduction to a TYPES OF FUNDING list (range of potential funding options)

Example list of funding types/approaches:
- Local Statutory Contracts (CCG, Public Health etc)
- Large Grants £70,000 + (Big Lottery etc)
- Medium Grants £10,000 +
- Small Grants £5,000 - £10,000
- Very small grants £500 +
- European / International Funding
- Corporate sponsorship
- Corporate donations
- Individual donors
- Crowd-funding
- Selling training to Individuals/professionals
- Selling training to Organisations
- Selling services
- Spot purchasing
- Selling produce
- Social Impact bonds
- Social Investment and loans
- Legacy
• Evaluate/score – from 1 to 5 – each type of funding against 5 key criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>1</th>
<th>5</th>
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<tbody>
<tr>
<td>Scale/size of fund available</td>
<td>small</td>
<td>large</td>
</tr>
<tr>
<td>Time/effort required</td>
<td>a lot</td>
<td>little</td>
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<tr>
<td>Previous experience</td>
<td>a lot</td>
<td>little</td>
</tr>
<tr>
<td>Likelihood of success</td>
<td>low</td>
<td>high</td>
</tr>
<tr>
<td>Sustainability/longevity</td>
<td>low</td>
<td>high</td>
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Add any other pros and cons influencing the evaluation

• Decide on a score for each funding type against each criteria using a multi-criteria matrix

<table>
<thead>
<tr>
<th>Type of funding</th>
<th>Scale/size</th>
<th>Time/effort</th>
<th>Previous Exp.</th>
<th>Success Likely</th>
<th>Sustainability/longevity</th>
<th>TOTAL</th>
<th>Other pros and cons</th>
</tr>
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<tbody>
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• Add up scores for each funding type and identify TOP 5
  → Set up a work station for each of the TOP 5 prioritised types of funding
     Write the funding type on the centre of a flip-chart sheet
  → Set up an additional work station for all the other types of funding in a list
     Write all the remaining funding types down the side of a flip-chart sheet

4. PROPOSED WORK

Facilitator

• Discuss/identify and write a separate post-it for each on-going or potential new project/work activity for the coming 2 years
• On the post-it write a summary title/heading and an indication of the scale of the project/work activity
• Stick these all up on a WORK flip-chart
• Discuss and determine which projects/work activities are the highest priority for funding by using coloured dots:
  RED = hot, high priority
  ORANGE = warm, medium priority
  BLUE = cool, low priority
5. MATCHING WORK AND FUNDING

Which funding type/approach is most relevant/appropriate for which project/work activity?

- Match project/work activities to TYPE OF FUNDING by moving post-its from the WORK flip-chart – highest priority first – to the relevant TYPE OF FUNDING chart.
- There may be more than one relevant funding type – if so copy the project/work activity and add to both charts.
- When completed as a whole group take each funding type chart in turn
- Discuss, explain, clarify, pros and cons – Agree/disagree
- Add comments to the chart

6. FLESHING IT OUT

Facilitator
- Consider the highest priority projects/work activities
- For each one discuss and record:

  WHAT needs to happen for this funding approach to work?
  What will it take...

  WHO needs to take a lead in making this happen?
  Who has the capacity to do this...

- Record the key discussion points on post-its and add to the relevant funding chart and link to the project/work activity with a line.

7. WE WILL NOT...

Facilitator
- In groups of 2 or 3 complete the statement:

  Funding for Food Partnership
  We will not...

- Share each group’s responses – look for common ground and agreement – discuss any disagreement

8. CONCLUSIONS

- Headlines
- Draft Strategy – are we getting there?
- What’s missing – what needs to happen to consolidate?

9. CLOSE