

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**:

Criteria	1	to	5
Scale/size of fund available	small		large
Time/effort required	a lot		little
Previous experience	a lot		little
Likelihood of success	low		high
Sustainability/longevity	low		high
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

Type of funding	Scale/size	Time/effort	Previous Exp.	Success Likely	Sustain-ability	TOTAL	Other pros and cons

- 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