A Strategy for the Food Economy

**Conclusion**
- Focus on the strengths and opportunities unique to your area.
- Remember to balance supply and demand in your overall strategy.
- Consider all players throughout the supply chain and engage with the right ones.
- See if your challenges can become a delivery mechanism.
- Don’t pass up an opportunity to try something different.

**Bournemouth Delivery Mechanisms**
1. Consolidate, expand and promote sustainable food outlets.
2. Identify and work with existing accessible food outlets to create an effective community network.
3. Develop a robust market base for existing food outlets to alter their current buying habits.
4. Create a local umbrella brand to market sustainable food businesses and promote them to consumers.

**Stockport Delivery Mechanisms**
1. Facilitate drink sales in key locations for food producers.
2. Encourage participation by relevant food producers.
3. Create a local certification logo for Stockport.
4. Build an integrated online network.
5. Develop a robust market base for existing food outlets.
6. Promote and expand the reach of local food producers and organizations.
7. Encourage outdoor events and make them more accessible.
8. Create a small-grocery platform for local growers.

**Stockport Strengths**
- A strong local food community
- A diverse range of food outlets
- A growing awareness and support for sustainable food
- A strong network of local producers

**Bournemouth Strengths**
- A high concentration of food outlets
- Excellent access to local produce
- A strong community network
- A growing awareness of sustainable food
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Bournemouth
Stockport

Stockport town centre part of Stockport Metropolitan Borough
Bournemouth Strengths

- Large number of food outlets
- Vibrant town centre
- Young population
- Strong tourism economy
- Growing ‘green’ reputation
- Polarised borough - wealthy centre and deprived suburbs

Stockport Strengths [?]

- Economic regeneration of the town centre high on the agenda
- A polarised borough; wealthy suburbs with a deprived town centre
- Ad hoc food activity - markets, urban commercial food growing, craft brewers, food entrepreneurs
Key strategic areas

**Bournemouth**
1. Consolidate, expand and promote sustainable food outlets
2. Work with the Town Centre BID to promote local and ethical purchasing options in areas of high footfall
3. Work with existing sustainable food outlets to develop and promote off peak food tourism packages

**Stockport**
1. Food and drink sector is a key driver for local economic growth, ensuring sustainability is at the heart of the offer.
2. Optimising the food supply chain; procurement, production, communications & marketing
3. Building a resilient food network, sharing market intelligence and promoting opportunities for co-production
Bournemouth Delivery Mechanisms

1. Consolidate, expand and promote sustainable food outlets
   - Identify and work with existing sustainable food outlets to create an effective ‘community’ or network
   - Develop a robust market case for existing food outlets to alter their current buying habits
   - Create a local umbrella brand to award sustainable food businesses and promote them to consumers
Consolidation - Business Network
Bournemouth Delivery Mechanisms

1. Consolidate, expand and promote sustainable food outlets

- Identify and work with existing sustainable food outlets to create an effective ‘community’ or network
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WHAT PRODUCTS DO CONSUMERS PREFER TO BE

LOCALLY SOURCED?

65% FRUITS

69% VEGETABLES
outlets

- Identify and work with existing sustainable food outlets to create an effective ‘community’ or network

- Develop a robust market case for existing food outlets to alter their current buying habits

- Create a local umbrella brand to award sustainable food businesses and promote them to consumers
AWARDING EXCELLENCE IN SUSTAINABLE FOOD
Stockport Delivery Mechanisms

1. Food and drink sector is a key driver for local economic growth, ensuring sustainability is at the heart of the offer

- Create a food destination identity for Stockport
- Build an integrated transformation strategy
- Identify and work with 'up and coming' food businesses to build a platform that promotes good food provenance and artisan production.
- Develop specialist mechanisms of improvement which can be built upon e.g. investment matrix, anchor businesses, markets, events
- Create a delivery platform e.g. Food Enterprise Centre
There’s a real buzz back in Stockport Market as hundreds of people come together for street food, craft ales and live entertainment from local talent in the beautiful surroundings of the historic Old Town.

Rejuvenating the market
Bringing the localities together
Creating a food identity
Stockport Delivery Mechanisms

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   • Create a delivery platform e.g. Food Enterprise Centre
Bringing together like minded people to support, inspire and build a supply chain network
Stockport Delivery Mechanisms

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Food Enterprise Centre
Bournemouth - future plans

Connecting the whole food community

From enterprise to CSR
From community to enterprise
Consumer rewards

Growing supply and nourishing demand

Developing B2B and supporting local supply chains
Growing in an urban setting
Lobbying Local Authority policies
Stockport - future plans

Build a Food Academy and localised food network with wider connectivity

Develop a stronger localised intelligence of the activity in the rural hinterland connect this to the buoyant activity in the more urban areas.

Transform public sector food by improving procurement and catering through system improvements and ultimately driving aspirations of this sector.
Conclusion

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**Stockport Delivery Mechanisms**
- Food drinking sector is a key driver for local economic growth, ensuring sustainability is at the heart of the offer
- Create a food-drinking identity for Stockport
- Build an integrated tourism strategy
- Identify and work with 'top and coming' food businesses to build a platform that promotes good food provenance and active participation
- Develop specialist mechanisms of improvement which can be built upon e.g. investment models, ambient business models, events
- Create a delivery platform e.g. Food Entrepreneur Centre

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- Polarised borough: wealthy centre and deprived periphery

**Stockport Strengths**
- Economic regeneration of the town centre
- High on the agenda
- A balanced town: wealthy suburbs and a deprived town centre
- All the food activity - street, market, chef-driven restaurants, food-industry

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**Key strategic areas**
- Stockport
  - Consolidate and expand food outlets
  - Develop a market case for existing outlets
  - Create a local umbrella brand

- Bournemouth
  - Identify and work with existing outlets
  - Create an effective 'community' or network
  - Create a local umbrella brand
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