

Gloucestershire Food Strategy

Tamsyn Harrod-Beck, Chief Doer, BoomCircle

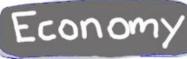








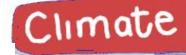










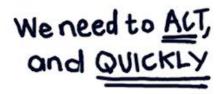












BoomCircle exists to activate change and be a leader in the Good Food Revolution

How

Help to widely accelerate creation of trusted regional food systems that put healthiest food possible on people's plates

What

- 1. Co-ordinate local organisations
- Find evidence of what works
- 3. Access funding
- 4. Help regional stakeholders understand value

Gloucestershire Food Strategy Group





LEP Agri Food & Rural Group

Glos Food **Strategy Group**













Farming & Wildlife Advisory Group























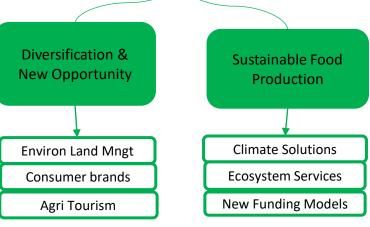


Gloucestershire Food Strategy

To create a healthy circular economy in food & farming that cools the climate, builds natural capital & reduces food-related illness for the benefit our people, businesses and nature.

Food Culture Transform demand To help people live happier & Unlock the public plate: new healthier lives with awareness opportunities for farmers to sell their produce locally into public and connection to food and sector food catering contracts farming **Business Diversification & Public** New Anchor **Planning** Promotion support to Health **New Opportunity Technology** Institutes scale **Environ Land Mngt** Child obesity NHS Marketing Existing & Food Consumer brands Dynamic **Food Poverty** Environment new Schools Procurement Mental Health Agri Tourism programmes policy Council Planning Education

Food & Farming Transition Help our farmers and land managers prosper, respond to climate emergency and activate nature recovery



Opportunities











Good Food Revolution

Local Industrial Strategy

Future Food Framework

Economic Development

Future Opportunities















Climate Change Strategy
Land Use

What's on your door step?



Three things for my 2017 self

I. Get resourced properly



Find

Enablers, influencers, doers

Organise

Existing activity

Focus

Strategic and low hanging

Fund

Delivery phase

Review Repeat Steering groups and opportunities

What it takes

1.5+ years

12+ workshops

2,000+ emails

3+ project steering groups

1 month on funding

250+ meetings and phone calls

40+ presentations and

proposals

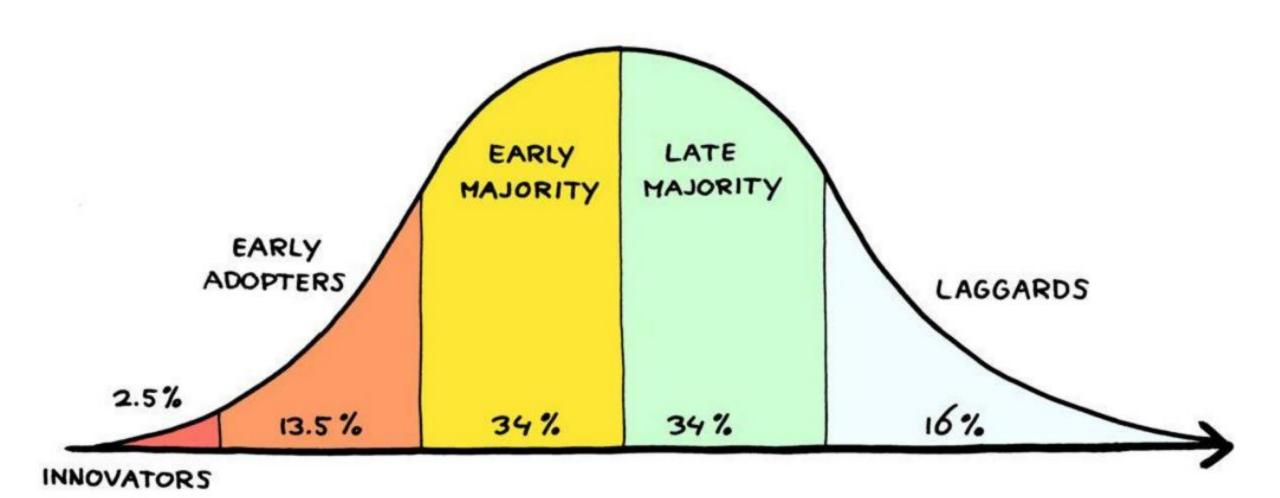
2. 50% sales and marketing, 50% doing





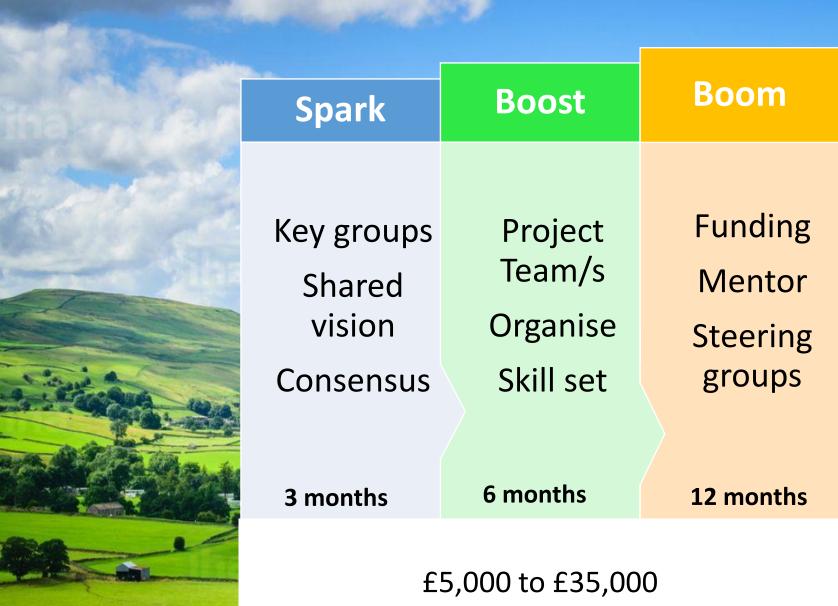
3. Architect or a Mechanic?





Support – 10% discount for webinar attendees





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