



Shropshire Good Food Partnership

STRATEGIC PLAN
2024-2025



www.shropshiregoodfood.org

Shropshire Good Food Partnership

Strategic Plan

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1. Introduction

[Shropshire Good Food Partnership](#) (“the Partnership”) brings people together from across the county representing all aspects of the food system, from growers to retailers, to those involved with food banks and food festivals, community organisations, academic institutions, and the local Councils.

The Partnership is striving to create a regenerative and resilient food future, enabling people and nature to thrive. This strategy explains our current approach which has come from our experience over the last two years working with members to build a good food movement. It sets out our intention and invites engagement; it will evolve through the collaboration of our members and shared learning.

We are in a critical time of challenge and opportunity. In 2022, the proposed framework for a National Food Strategy for the UK was released. The document largely ignored the progressive recommendations put forward by Henry Dimbleby as the lead food policy advisor. Through this strategy, the Partnership offers a localised response to address the need for food system transformation, while still recognising our counties position within the globalised food system and the far-reaching impacts of our choices.

Our times call for a paradigm shift in agriculture, from an extractive to a regenerative approach and Shropshire is a perfect place to figure out how to do this. Through our work and the newly launched Marches Real Food and Farming Network, we are calling for a change in the culture of consumption, as well as in principles and practices of food production. Food is foundational to our relationship with our own health and that of the planet and shifting from ultra-processed to nutritious food is essential for both our bodies and the environment.

Making our food system work better for people, place and planet has an important part to play in achieving many of the [UN Sustainable Development Goals](#). Considering recent impacts of the COVID-19 Pandemic, the Russian war on Ukraine and the supply chain disruptions and cost increases associated with these, and the overall inflation and cost of living crisis in the UK, we are reminded that food touches everyone and has an impact on so many aspects of life, from the personal to political, socio-economic and cultural.

Food policy needs to be clear and coherent at local to regional, national and international levels. Power dynamics are at play; food has been used to exert ‘power over’ but is also a primary place where people can reclaim their power, choosing what they eat and how it is produced and consumed. This is important for creating a resilient, sustainable and equitable *local* food system, and also in the choices that we make about food that we eat that has come from across the globe.

2. What we do

Vision

Our vision is for regenerative and resilient food and farming, enabling people and nature to thrive.

Mission

Our Mission is to bring people together to create a local food system in Shropshire and Telford and Wrekin which is **good for people, place and the planet**.

Our Aims – what we want to achieve

- Build community, connecting people through food to each other and the land
- Ensure everyone has access to sufficient nutritious affordable food
- Create livelihood opportunities, forging a strong local food economy
- Enable environmental regeneration and a shift to net zero carbon in food and farming

Our Objectives - how we work

- **Convene and connect** - We enable collaboration and cooperation, through shared learning, knowledge exchange and building a community of support.
- **Inform and inspire** – We make visible what is going on, document and disseminate good practice and tell stories of possibility.
- **Resource and Empower**– We provide access to resources and skills to support local action.
- **Vision and voice** – We engage strategically from parish to county council level to support development of policy and practice for food and climate resilience.

Our Values – our ethics

- **Earth Care:** We believe in working with the land and nature to create ecological wellbeing and a regenerative food system.
- **People Care:** We look after each other, creating networks of community and support.
- **Fair Share:** We are committed to social justice and creation of an equitable food system. We promote inclusion and cultural diversity in everything we do and support the voices of those who are disenfranchised.

For the Partnership Statement of commitment to equity, diversity and inclusion see Appendix 1

What is Good Food?



Extract from our Good Food Charter

Our **Good Food Charter** is our statement of intent for creating a local food system which is good for people, place and planet (see Appendix 2). It outlines actions that can be taken as an individual and as a business, organisation or institution, providing a basis for both personal and collaborative action. Our **Good Food Movement** builds on from this to empower change at all levels.

We are committed to **Food Sovereignty**, the right of people to healthy and culturally appropriate food produced through ecologically sound and sustainable methods¹. We believe in intergenerational, gender, racial and socio-economic equity in the **right to food**².

¹ There are 6 pillars of Food Sovereignty adapted to reflect the UK context: Food is for people; Food producers are valued; Food systems are localized; There is democratic control over the food system; We build knowledge and skills; Our food system works with nature (La Via Campesina as referenced by the [Land Workers Alliance](#)).

² The right to food is a human right recognised under international human rights and humanitarian law in article 25 of the [Universal Declaration on Human Rights](#) and article 11 of the [International Covenant on Economic, Social and Cultural Rights](#). The right to food sees access to food as a public good and aims to protect the rights of everyone to live free from hunger, food insecurity and malnutrition regardless of their income or social status.

Approach

We work in **partnership** with different sectors:



Community: We provide a go-to place for individuals and groups to access support and engage in networking on all aspects of setting up and managing community-based food growing, cooking and sharing initiatives.



Business: We are a resource for growing land-based enterprises and food businesses. We support innovation and create opportunities to access local markets. We engage across sectors to 'connect the dots' and build an enabling environment for the local food economy.



Local Government: We play a convening function, bringing together stakeholders from across the counties around food policy and planning, to build foresight capability and civic engagement capacity.

We seek to establish **broad multistakeholder participation**. We support what is already going on across the counties as well as catalysing new initiatives and collaborations from farm to fork.

We see ourselves as part of the movement towards **localization**³ and that food has a powerful role to play in building place-based regenerative economies and cultures. Enabling local food provision and short supply chains is key to creating the local economies and communities that are vital to wellbeing. We seek to support the most appropriate action at each level: **hyper-local, county and bioregion**.

As a food partnership we stand out in our focus on food system transformation. We **think systemically**, taking an holistic approach and integrating multi-disciplinary perspectives. We acknowledge the complexity and interconnectedness of issues and aim to identify key leverage points where we can focus our efforts to achieve greatest impact. We believe that getting our food system right can lead us on a path to living in thriving communities *and* within planetary boundaries.

THE PARTNERSHIP considers food ethics as an important foundation for the work we are doing to shift towards a fairer food system. We are exploring how to support a shift from being food consumers to food citizens.⁴

³ Shifting our economies towards place-based, human-scale activity as a key strategy for restoring ecological, social and spiritual wellbeing. See [Local Futures](#)

⁴ See Food Ethics Council [Report](#)

3. About Shropshire and Telford & Wrekin

Shropshire is a rural county, with just over half a million people in an area of 3,488km². The county has two local unitary authorities: Shropshire Council covers 91.7% of the land area and Telford and Wrekin Council covers the major conurbation as illustrated by the key statistics.

Shropshire Region Profile		
Local Authority	Shropshire	Telford & Wrekin
Population		
2021 Population	323,600	185,500
Land area (sq km)	3,487	290
Pop. Density (per sq km)	101	639
Population trends 2011-2021		
Pop. Growth	5.7%	11.3%
Median age	48	39
Under 16	15.9%	19.9%
16-64	58.9%	62.5%
65+	25.3%	17.6%
Employment		
Econ. Active Employed	54.8%	56.1%
Gross weekly pay	£637.40	£606.60
Active enterprises 2021	13,650	6,620
Source ONS Census 2021		



Shropshire and Telford & Wrekin have large rural areas, small market towns and two significant urban areas. In Shropshire 78% of the land is agricultural. A large area is upland and used for livestock farming, there is also significant arable and horticultural production, with both organic and conventional agricultural farming approaches. A quarter of the land area is covered by the Shropshire Hills National Landscape (formerly known as AONB).

There is a rich food heritage and there are huge potential returns from investment in the local food economy. The county also faces challenges with food and energy poverty, as is the case in many rural areas. Building better local food systems can provide significant economic, environmental and social benefits (The Case for Local Food, 2021).

A recent review by SGFP (2022) of Shropshire Council policies (including the Shropshire Plan, Economic Growth Strategy and Climate Strategy) found that food, farming/agriculture, and health in relation to dietary consumption weren't featured in any significant way. Telford Vision 2032 has a strong focus on an inclusive carbon neutral economy, but similarly doesn't look specifically at food. This is an area of significant opportunity for a joined-up food systems approach across council departments and priority areas.

Bishop's Castle, a town of under 2,000 residents, has become the first in the county to have a Council-adopted food strategy and a Food Policy Council to drive its aims. 'Food Forward BC' is a mixed-partnership group of councillors and community members, with support from the Partnership.

4. Context

The following points summarize the current situation, highlighting opportunities and challenges:

- Post Brexit supply chains have revealed weaknesses, such as bottlenecks at key ports resulting in delays and food waste, increased cost, as well as concerns surrounding potential trade deals where food standards are lower than those in the UK.
- The shift in agricultural subsidies towards payments for ecosystem services and public good will impact on the commercial viability of many farming operations. This threat also creates opportunities for more regenerative farming and diversified food production and land use.
- COVID brought awareness of the importance of local food production and the value of shorter more resilient supply chains. War and post-Brexit supply chain disruption have compounded this need, yet the government strategy is to rely on commercial retailers to manage distribution and pricing. This offers an important discussion point on the role of local and domestic food production, seed and food security and localised routes to market.
- Food poverty is higher than ever due to longer term political trends, the impact of COVID, climate crisis and geo-political instability increasing hardship, vulnerability and livelihood security. Food bank use is at an all-time high; however, there is increased awareness of children's food poverty and campaigns for free school & holiday meals.
- Obesity is increasing and diet related health issues continue to rise, particularly in relation to Ultra Processed Foods (UPFs). There is growing recognition of the value of preventative health measures and of social prescribing for people with both physical and mental challenges.
- Rural unemployment and the low wage economy mean poverty levels and food insecurity is higher in rural areas. As a rural county we must focus on addressing this issue and find ways to increase access to nutritious seasonal local produce through innovative land access and food sharing models.
- There are economic opportunities for developing food markets both within the counties – linking local producers and consumers, and with the West Midlands. Shropshire is growing in recognition as a destination for food and there is potential to champion agritourism.
- Shropshire and Telford & Wrekin Councils have targets to meet for local sourcing, embedded in procurement KPIs, providing an opportunity for the Partnership to help them achieve this.

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5. Operations

The Partnership can be described as a ‘back-bone’ organisation. We have four objectives: Convene and Connect; Inform and Inspire; Resource and Empower; Vision and Voice. To achieve this we have core partnership activities which are cross-cutting and have six thematic areas of action.

Core partnership activities include:

- ✓ Governance, Management and Admin: To have an efficient and effective CIC.
- ✓ Partnership Coordination: To create a dynamic partnership with strong member engagement.
- ✓ Fund Raising: To secure resources to deliver on our strategy and action plan and to provide grants to members.
- ✓ Communication: To raise awareness, bring visibility to good food initiatives and facilitate knowledge sharing through website, social media and events.
- ✓ Public Participation: To build a good food movement, to empower individual level change and community-led food initiatives.
- ✓ Policy engagement: Working with parish, town and county councils to integrate food systems thinking into policy and planning at all levels.
- ✓ External collaboration: For engagement and networking with national and regional organisations on learning and joint initiatives.

Our priority areas of action, where we bring people together to engage in grassroots and wider food system change:

- ✓ Healthy Food for All: To tackle food poverty and increase access to quality food
- ✓ Grow Local: Support growing initiatives to get more people producing and eating food locally
- ✓ Sustainable Food Economy: Connects local producers and consumers
- ✓ Regenerative Farming: To scale up the use of agro-ecological approaches and nature-positive agriculture.
- ✓ Nature Connection: Taking action to inspire, encourage and enable a greater connection to the natural world
- ✓ Reducing Food Waste: To halve food waste in Shropshire.

As an organisation built by professionals with food system expertise and with a wide partnership base, SGFP offers the specialist capacity to consult on the development of holistic policies that prioritise and join up all aspects of our counties’ food system.

The following table illustrates examples of this work to date and how it could be developed in future, drawing from across the different areas of focus.

Objectives	Past Experience	Indicative Future Plans
Convene and Connect	<ul style="list-style-type: none"> ✓ Good Food Summit – Oct 2022 ✓ Shropshire Good Food Trail launched in 2023 – 50+ venues who Grow, Make, Sell or Serve Good Food. Legacy directory ✓ Shropshire Love Nature Festival ✓ Marches Real Food & Farming Conference –250 people, 2 days ✓ 6 working groups hold informal meets/calls ✓ Learning visits organised 	<ul style="list-style-type: none"> ✓ Support working groups to secure resources to drive change across the food system ✓ Ongoing field visits for shared learning & peer exchange ✓ Hosting Marches Real Food & Farming Network events or Good Food Summits or other focus area related gatherings ✓ Scale up the Shropshire Good Food Trail and related resources to give visibility to places that Grow, Make, Sell or Serve Good Food.
Inform and Inspire	<ul style="list-style-type: none"> ✓ Website, newsletter and social media feature different aspects of good food movement & partners orgs activities ✓ Seed savers group ✓ T&W food business case studies 	<ul style="list-style-type: none"> ✓ Webinar series on all aspects of food system transformation ✓ Expand case studies to document good practice across the county ✓ Stories of land, people and food – as blog series and podcast ✓ Develop interactive map of good food businesses, organisations and action
Resource and Empower	<ul style="list-style-type: none"> ✓ Building local food economy – 5 grants made ✓ Citizen’s Good Food Challenge – 4 grants made ✓ Innovation & research on climate friendly farming – 3 grants made ✓ Supported Nature Connection groups & Street Allotment project – grants and networking ✓ T&W community garden & orchard support 	<ul style="list-style-type: none"> ✓ Secure resources to fund local initiatives and member organisations ✓ Develop a Good Food Hub to support the incubation and scaling of local food projects and enterprises including a demand-driven mentoring service. ✓ Build a network of community champions to bring people together at a hyper-local level to explore ideas for grassroots action and access support.
Vision and Voice	<ul style="list-style-type: none"> ✓ Right to Grow motion approved by Shropshire Council ✓ Lead T&W Climate Borough Partnership - Food area ✓ Support Bishop's Castle to create & adopt a bespoke Community Food Resilience Strategy (2021) & Food Policy Council. ✓ Submission of a report to Shropshire Council ✓ Contributed to consultation on Council policy e.g. Healthy Weight Strategy. 	<ul style="list-style-type: none"> ✓ Embed and promote the Right To Grow with parish, town and county councils to enable the establishment of new community growing spaces ✓ Support Councils on foresight and scenario planning around food resilience, building on Bishops Castle experience ✓ Bring together members’ voices to input on Council plans & policies ✓ Contribute food system expertise to a Government Task and Finish Group through the NALC network focused on climate change adaptations.

6. Action Areas

6.1 Healthy Food for All

Tackle food poverty and increase access to quality food

Good food is vital to our quality of life in Shropshire. Everyone should have access to local, affordable quality food and the knowledge and skills to cook good food. We aim to enable more people to eat nutritious seasonal local food, specifically those on the lowest incomes, to reduce health inequalities and the impact of diet related ill health.

We are closely aligned to [Shropshire Food Poverty Alliance](#) (SFPA), a multi-agency partnership, which leads on actions to tackle food poverty in the county. Their work falls under three key areas: Prevention; Changing the policy landscape; Crisis support. The Partnership works closely with SFPA, with a focus on supporting community growing and cooking initiatives for vulnerable people which are beyond their scope.

The Partnership will:

- ✓ Support community initiatives in community growing and cooking by providing a space for shared learning and collaboration and seeking resources to sustain existing and initiate new activities.
- ✓ Support healthy eating and drinking campaigns locally
- ✓ Engage with Council public health teams in delivery of their Healthier Weight Strategies, with targeted support for the provision of healthy eating services.
- ✓ Work closely with SFPA to support their work in supporting food banks and people in crisis and create links to wider partnership initiatives.
- ✓ Put forward a shared policy voice with SFPA



6.2 Grow Local

Support growing initiatives to get more people producing and eating food locally.

There are inspiring initiatives across the county, at all stages from conception to scaling up, ranging from community-supported agriculture schemes to street allotments and heritage orchard projects, but we can achieve more through working together.

The Partnership will:

- ✓ Champion the Right to Grow movement. Following the motion passed in Shropshire Council, we are working with The Street Allotment Project to raise awareness of the Right to Grow on publicly owned land. We will inform and support local councils and community groups to make this work for them.
- ✓ Provide coordination and support for people and groups involved in growing at all scales, a Go-To-Hub for access to land, skills, resources and markets. Facilitate peer learning events to bring people together, enable sharing and ongoing information exchange through our social media and newsletters.
- ✓ Share knowledge and inspiration on growing with Nature, on practices to improve soil quality and increase the nutritional value of produce.
- ✓ Promote local seed diversity. The Shropshire Rural Seed Savers Network has been formed to save seed, teach, and promote local food security through rural seed banks.
- ✓ Secure and manage funds to invest in local growing initiatives so that people on the ground can focus on what they do best, and the partnership can bring together small-scale projects to benefit from economies of scale in resource access and management. We would like to:
 - Support the start-up of Community Supported Agriculture schemes across the county.
 - Launch a Veg-Patch-Match initiative to bring gardens, growers and generations together.
 - Increase access to and uptake of community growing opportunities in a range of settings from on-farm to in community centres.



6.3 Regenerative Farming

Scale up use of agroecological farming practices

Our vision is for regenerative food, farming and land-use systems⁵. Given the critical importance of land issues to the food sector and the huge impact of food production on the environment, the partnership is bringing people together to share how to farm in a way that enables both people and nature to thrive.

We aim to support farmers wherever they are on this journey, from reducing usage of chemicals to transitioning to a wholly organic system. We recognize the huge uncertainty facing the sector at present and work with farmer groups, community organisations and national bodies⁶ to enable place-based learning and networking, to demonstrate doing and succeeding in regenerative agriculture locally.

The Partnership will:

- ✓ Promote learning, innovation and research on the use of agroecological practices to sustainably manage soil, land and water resources, and for agrobiodiversity.
- ✓ Enable networking and peer exchange through organising field visits, webinars and gatherings. Support existing farmer groups and provide opportunities to meet around specific issues.
- ✓ Produce case studies on the experience and impact of regenerative farming on livelihoods and the environment in the area.
- ✓ Develop a land matching facility to link people with land available to those who want to farm and explore facilitation of enterprise stacking.
- ✓ Explore land use transition for an agro-ecological food system and the implication for local infrastructure, regional land use governance and diets.



⁵ We use the term 'regenerative' to indicative farming which actively creates a healthy functioning ecosystem, building soil and replenishing biodiversity. We acknowledge that the term can be used very broadly and that it is only 'organic' that provides clear verifiable standards; however we consider this inclusiveness as a positive way to engage as many land managers as possible on a journey to farming with nature through agro-ecological methods.

⁶ From the National Farmers Union (NFU) and Land Workers Alliance (LWA) to Organic Farmers and Growers (OF&G), Pasture for Life, Nature Friendly Farmers Network (NFFN) and Real Farming Trust. We liaise with Zero Carbon Shropshire, South Shropshire Climate Action, Middle Marches Community Land Trust, the Shropshire Hills National Landscape (formerly AONB) and others to provide county-wide community responses to the climate and ecological crises.

6.4 Local Food Economy

Connect local producers and consumers

There is a growing demand for local, seasonal produce, and recognition of the importance of building local food resilience. We will build on this to support routes to market for goods grown through regenerative agriculture and connect local people to producers to create a vibrant, prosperous and sustainable food economy.

Supply chains are likely to need to adapt logistics, infrastructure and expectations around sourcing volumes and diverse crop mixes to reflect the new reality of growing in more regenerative systems. We seek to enable this transition locally, facilitating connections and increasing awareness of food producers and direct purchase opportunities for local, fresh and value-added food and drink.

The Partnership will:

- ✓ Scale up the Shropshire Good Food Trail to extend reach and impact.
- ✓ Maintain an up-to-date regional map and Good Food Directory to signpost people to where to buy locally.
- ✓ Promote Shropshire as an agritourism destination and develop evergreen trails to link places up and bring people in.
- ✓ Celebrate the time and care that goes into growing and producing food through telling the stories of farmers and food producers.
- ✓ Link food producers with online direct sales platforms to improve web and social media reach for producers and show people where to buy locally.
- ✓ Convene discussions on local food processing and marketing, from the need for mills and abattoirs to collection and distribution hubs to enable webs of hyper localized food producers and consumers.
- ✓ Explore opportunities for more local sourcing as part of public and private procurement contracts.
- ✓ Engage with local supermarkets to increase retail space for local produce.
- ✓ Promote fair trade principles for all food and a connection to growers of produce sourced from other parts of the country or globally.



6.5 Nature Connection

Taking action to inspire, encourage and enable a greater Nature Connection

Nature connection is essential for us all. There is a growing demand for people of all ages, including those who are mentally or physically challenged, to be on the land and to engage in productive activities, or just be present with nature. Many people are disconnected from where their food comes from and so lack awareness of how the food we eat impacts our health and the environment.

We seek to promote citizen engagement through the arts and cultural activities to communicate the importance of a regenerative transition to heart and minds as widely as possible.

The Partnership will:

- ✓ Link people who can provide land-based opportunities with service providers who work with those in need, to enable more and better green social prescribing.
- ✓ Work with community partners to organise the Shropshire Love Nature Festival⁷, providing opportunities for families to get outside, explore new places, connect with nature and find out how food is produced.
- ✓ Promote the celebration of the seasons, through supporting farms and community green spaces to organize events that bring people together to connect with the land and each other.
- ✓ Encourage people to use more locally grown produce, showcasing when it is in season and how to use it, promoting foraging and a reconnection with the land through food.
- ✓ Support arts initiatives that promote a connection to the land, nature and food through a wide range of media.



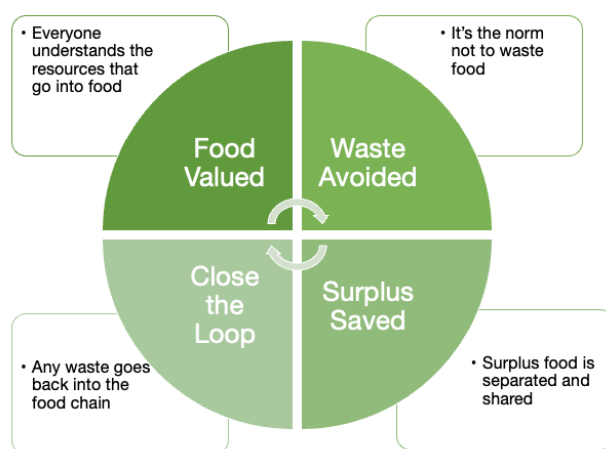
⁷ The Partnership has taken on the coordination and promotion of this event.

6.6 Reducing Food Waste

Our aim is to halve food waste in Shropshire

To create a sustainable food system we must address the issue of food waste. More than a third of all food produced is wasted and 70% of food waste happens in our homes. Tackling food waste is the most effective way to reduce greenhouse gases and reduce pressure on land and thus protect biodiversity.

Reducing food waste requires a behaviour change which will be achieved through reconnecting with the value of food, ensuring that everyone understands how to reduce food waste, sharing surplus and getting any waste food back into the food chain by composting it.



Community partners have expertise and models which form a strong basis for making this change happen, if resources can be secured. Shrewsbury Food Hub's Taste With No Waste Challenge pilot successfully supported 1000 people in reducing their food waste by 44% and saving money. The Hub have also established a gleaning network to harvest surplus apples and pears which could be scaled. Shropshire Master Composters have built a network of Master Composters and OsNosh have integrated zero food waste messaging into cooking classes for young people.

The Partnership will:

- ✓ Facilitate a learning and peer-support network to share know-how, track progress and provide a platform for co-ordinated scale-up in partnership with the Councils, businesses, community groups and universities.
- ✓ Seek resources to sustain and scale-up waste prevention work by partners, with the following objectives:
 - **Reconnect people with the value of food** by community growing, preserving seasonal food, sharing stories for example about local farmers and growers.
 - **Reduce food waste at home** by scaling up the Taste With No Waste campaign, integrating food waste training into all cooking teaching at schools, colleges and universities and integrating surplus into café and restaurant menus, scaling up cooking training.
 - **Save surplus food** by sustaining and expanding the community food redistribution network and supporting individuals in developing street-based WhatsApp groups to share food.
 - **Increase composting of food waste** at home and through the council food waste collections, increase awareness of composting and AD at schools and increase community composting linked to growing projects.

7. Organisation Structure and Governance

Shropshire Good Food Partnership is incorporated as a CIC by guarantee with a large membership (Company Number 13773694). We have a small number of Directors and an Advisory Group. The roles and responsibilities of each are outlined:

Membership is made up of individuals, organisations, businesses, institutions, and partnerships. Members must sign up to be part of our Good Food Movement which summarizes the core commitments that we share. Their role is to:

- Take action in line with the Good Food Charter
- Promote Shropshire Good Food Partnership in their networks
- Engage at the AGM and open meetings to share ideas and experience
- Participate in Working Group activities relevant to their area of interest

The **Advisory Group** is made up of people from across the County representing different parts of the food system and who engage in one of these capacities:

- Leader of focus area (working groups)
- Expert (subject matter resource person)
- Councillor good food champion
- Institution partner representatives

The Advisory Group meet quarterly with a mandate to:

- Provide strategic direction and input to partnership planning (Good food movement and focus areas)
- Provide technical advice, sharing expertise when and where appropriate.
- Champion Shropshire Good Food Partnership, facilitate links to resources, support funding proposal development, network and make connections to new people and places.

Our **Directors** are responsible for ensuring appropriate organisation structure, systems and processes are in place. This includes:

- Oversight of financial management, review annual budget and accounts. Ensure compliance with regulatory requirements.
- Oversight of Human Resources, agree policies, employment and consultancy contracts.
- Responsible for ensuring the Advisory Group is effective and representative, appoint new members as required.
- Sign off funding proposals and workplans.
- Agree membership of external bodies

[See here](#) for list of Directors and Advisory Group Members

Shropshire Good Food Partnership is a member of the [Sustainable Food Places](#) movement, a country-wide initiative to support the establishment of cross-sector food partnerships to transform local food systems. Our achievements have just been recognized with a Bronze Award.





**SHROPSHIRE
GOOD FOOD PARTNERSHIP**

Statement of commitment to equity, diversity and inclusion - June 2023

SGFP believes everyone should be able to have affordable, good, locally grown food. We also believe that everyone involved in growing and producing food should be treated fairly. We encourage people, businesses and organisations who believe in equality and fairness in our food systems to show this by signing up to the SGFP Charter and committing to its principles.

SGFP is committed to promoting equity, diversity and inclusion (EDI) in the design and delivery of all its activities. We know that different ways of thinking and working are needed to create the equity that will result in equality for people within our food systems.

We have recently taken part in the Race, Equity, Diversity & Inclusion (REDI) programme run by Sustainable Food Places, which has built our knowledge and understanding of EDI and increased our confidence to communicate effectively about local, national and international issues that discriminate against and marginalise communities and individuals.

Building a culture of promoting EDI in everything we do is ongoing work that will require continuous commitment to change, learning from others, reflection and action. We will continue the REDI project work, and will review our internal policies, processes and ways of working, to ensure we are proactively inclusive in our activities, including:

- how we lead SGFP and how we represent the diverse communities within it
- how we engage with and support the SGFP membership
- how we communicate with everyone
- how the SGFP Working Groups are run and the work that they do
- how we design and deliver projects
- how we recruit staff, volunteers and freelance workers

We will:

- work to increase the range and depth of the voices we listen to and learn from, to ensure our work reflects the needs of all of Shropshire's diverse communities.
- Be confident and consistent with the language that we use to promote EDI and when we highlight the experiences of marginalised individuals and communities.
- learn from each other's experiences and adapt our language as we move forward.
- regularly review our role as a coordinator and a leader in Shropshire's food networks to ensure that we are proactively promoting inclusion, challenging discrimination, and eradicating disadvantage.

We will develop and refine our leadership and representation role to demonstrate our commitment to promoting EDI and support our members to embed good practice across the sector. This will also be reflected in how we work with partners and statutory organisations.

We will update and report back on our progress through Director and Working Group meetings and as part of our annual reporting.

Get in touch with us for more information about how we are delivering our commitment to EDI or to let us have feedback on your experiences.

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GOOD FOOD IS VITAL TO OUR QUALITY OF LIFE IN SHROPSHIRE

WHAT IS GOOD FOOD?



HEALTHY

It provides nourishment and enables people to thrive



GREEN

It is produced in a nature-positive way and not wasted



FAIR

Everyone along the food chain has been treated well



ACCESSIBLE

Quality food is available to all

If you believe that everyone should be able to enjoy good food, sign up to the principles in this Charter and commit to doing one thing to help make it happen.

We.....

Sign up to the
Shropshire Good Food Charter.

Please display your signed charter,
and let us know at
www.shropshiregoodfood.org

THE PRINCIPLES OF GOOD FOOD

GOOD FOR PEOPLE

Everyone has access to local, affordable, quality food and the knowledge and skills to grow, buy, cook and enjoy good food.

GOOD FOR PLACE

We are connected through food to each other and the land, there is a thriving local food economy supporting jobs with fair wages and creating a regionally distinctive food culture.

GOOD FOR PLANET

Our food system enables environmental regeneration, working with nature, reducing carbon emissions, enhancing climate resilience, and minimising waste and packaging.





WHAT CAN YOU DO?



As an Individual

BUY more of your food from local independent food enterprises and retailers.



GROW some of your own foods at home or in your community allotments, farm or orchard.



COOK great meals from scratch using fresh, seasonal, local and organic produce.



EAT more plants and sustainable meat and dairy.



MAKE the most of your food and minimise waste, compost or recycle any that you can't use.



KNOW your food, ask where it comes from and how it was produced. Choose fairly traded goods and trusted labels like MSC for fish.



ASK your workplace or school to serve only food that is good for people, place and the planet.



As a Business/Organisation/Institution

PROCURE healthy and sustainable food that supports local economic prosperity.



PROVIDE opportunities for people to grow, cook and eat food together.



BE responsible for reducing food waste and packaging. Commit to redistribution of surplus food.



SERVE only good food to your students or employees, patients or customers.



PROMOTE the Charter through communication channels & influence.



KNOW your supply chain, work with suppliers to reduce your carbon footprint.



BRING people together to celebrate Shropshire's regional food heritage.



PROVIDE leadership and advocate for regenerative food systems.

