

Better food for all: promoting well-being through community-led food projects

A Well Net event - the Well London learning network

March 17th 2009

FOOD CO-OPS

Claire Pritchard
Strategic Manager
GCDA







1. Aim & vision

Why are you setting up the project?

health inequality, social inclusion, job creation, skills development, volunteering programmes, create markets for producers-sustainable procurement, social marketing for wider health programmes

What are your long terms aims/ dreams?.

Personal objectives as well as organisational



Project Mgt & governance

Who is the lead body? Individual Who will own the project? Who will make the decisions? How will decisions be made? What happens if you make a profit?

Options. Partnership, social enterprise – community owned business/co-op, private company, CIC, Co-op, Charity voluntary organisation.

Sources of governance support. Local Voluntary Action Council, Social Enterprise London Co-ops UK Governance & Participation software – best for governance models.



3. Needs Assessment/ Feasibility Study

Community Needs Assessment (Audits) Surveys, questionnaires or informal expressions from key people Foot Fall Local Competition.

If the aim of the project is to access fresh fruit and veg ensure you don't directly complete with existing services



4. Staff & Volunteer Mgt

Expertise is required concerning, recruitment, management & development of staff and volunteers.

Willing volunteers
Volunteer policy.
Volunteer roles &
agreements
Volunteer expenses
Budget

Local volunteer recruitment Centre, NCVO, LVSC





5.Location / Accommodation

Prominent, accessible place

Preferably outside to ensure wider visibility, maximum access, security & opportunity for community cohesion.

F&V displayed appropriately, and have protection from the elements.

The stall will need to be positioned close to a source of electricity for the tills and scales.

The stall will also need to be positioned close to a building that can provide access for bathroom and drinks facilities for the volunteers, and storage for the stall & stock.

Consider security of stock, cash and staff / volunteers



6.Risk Assessments & H&S Policy

As any food 'business' the project would need to comply with all current legislation. Food hygiene training, storage etc. You are required to register with your local Environmental Health Department which is free and they will give you appropriate guidelines.

7. Insurance

Public and employers liability insurance that also covers volunteers and product liability to cover stock.

8. Trading Licence

Contact your local authority re licence requirements, speak to trading standards. It is common for local authorities to waiver this



9. Operational Plan

Opening Hours

Costing, Pricing systems & Stock Control systems

Suppliers & Deliveries

Customer service





10. Business Plan, Budgets & Funding - Sustainability

A wide number of funding sources are available for these projects, but it is important to consider sustainability, business planning is essential.

sustainability
pricing
funding/ fundraising
employment
legal structure
Budgets (revenue& gross
profit margin)





11. Monitoring & Evaluation

Reaching the Customers desired.

Measuring change in consumption & attitudes (Links to C.N.A & starting point)



Sales & business plan targets

Data Collection; transactions, average spend, customer address

Anecdotal & quotes



Further Support

NFAP www.nfap.org.uk

GCDA www.gcda.org.uk

Tower Hamlets CDA www.co-operation.coop

Elfa www.elfaweb.org.uk



Making Local Food Work www.makinglocalfoodwork.co.uk

Local Foodwww.rswt.org/localfood

Sustain – London Food Link www.sustainweb.org



Food co-ops website

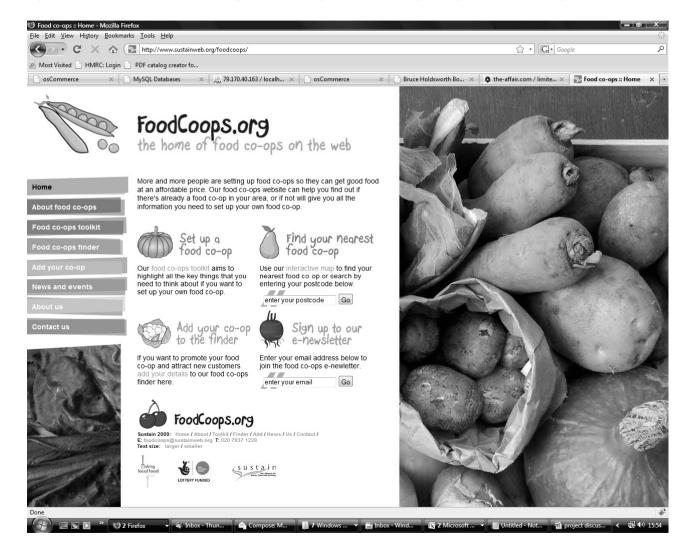
www.foodcoops.org







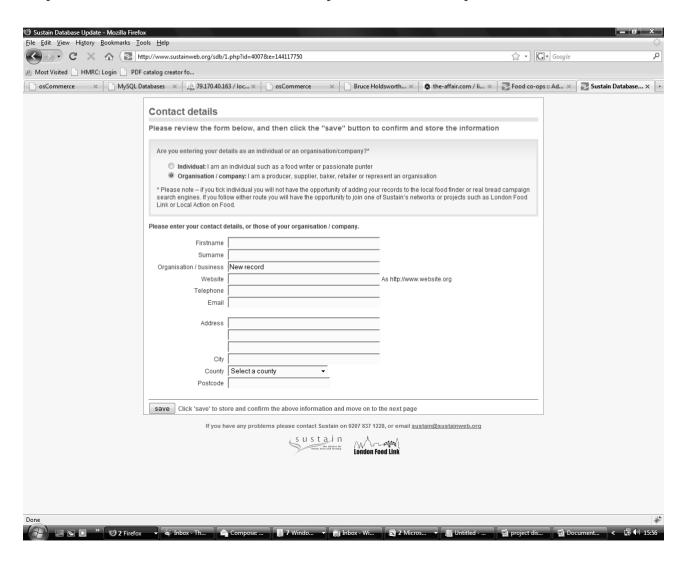
The home of Food Co-ops on the web – aims to raise the profile of food co-ops and get more people to shop there



Find you nearest food co-ops with the food co-ops finder



If you would like to be listed you can add your details now!



The website will feature information about food co-ops and how to set them up in the toolkit section



The food co-ops toolkit will cover the following areas and will include downloadable templates, such as sample press releases and questionnaires and links to other useful websites:

- What is a food co-op
- Different types of outlet

Planning

Needs assessment

People

- Volunteers
- Customers
- Partner organisations
- Training

Produce

Suppliers

Premises

Practical resources

- Funding
- Equipment

Procedures

- Ordering
- Storage
- Finance

Permits and licences

- Food hygiene
- Trading standards

Promotion

- Marketing
- Education

Policies and principles

Governance

Progress

- Monitoring and Evaluation
- Sustainability