



Campaign to Protect
Rural England

Mapping Local Food Webs in Haslemere



Background

The Campaign to Protect Rural England (CPRE) exists to promote beauty, tranquillity and diversity of rural England by encouraging the sustainable use of land and other natural resources in town and country.

The Mapping Local Food Webs project is a strand of the 'Making Local Food Work' programme, a collaborative partnership of organisations led by the Plunkett Foundation. CPRE is leading the Mapping Local Food Webs project within the programme and will work in close collaboration with Sustain: the alliance for better food and farming

This project aims to give people the materials and support they need to 'map' – research and record - their local food networks or webs in their towns and cities across England. The findings should increase understanding of the links between producers and consumers, and the impact those links have on people in urban and rural areas.

By finding out how local food webs work in individual towns and cities, this project will encourage understanding of local food webs and promote support for the production and better availability of local food. Local communities will be able to share their findings locally and with local, regional and national policy and decision makers, and to secure local food webs through the promotion of policy change.

Haslemere is one of up to 24 communities in England where the mapping activity will occur during 2009. Once the mapping activity is complete, CPRE will continue to work with local volunteers in producing and publicising a report that will be used to influence decision makers to support the local food system.

Local Research Team

We are looking for people with a passion and interest in local food to form a local research team to organise and carry out various pieces of research in Haslemere and the surrounding area.

Following the launch, the three main activities to get involved in are:

1. Workshop - There will be a participatory public workshop to explore the public's views about local food. Some of the activities to get involved with are booking the venue, drinks & food, setting up, taking notes, planning or facilitating sessions.

2. Food shopper questionnaire - A questionnaire will be carried out with a diverse range of people in the community, within a 2.5 mile radius study area. This questionnaire is designed to help understand people's shopping habits and feelings about local foods. It can be done as an interview or taken away to be completed.

3. Business surveys (food outlets and the supply chain) - A scoping study of food outlets providing local produce within the 2.5 mile radius area will be conducted initially e.g. markets, shops, cafes, restaurants, box schemes. This will lead to interviews with local businesses that sell local food, and the businesses who supply their local food from within a 30 mile radius.

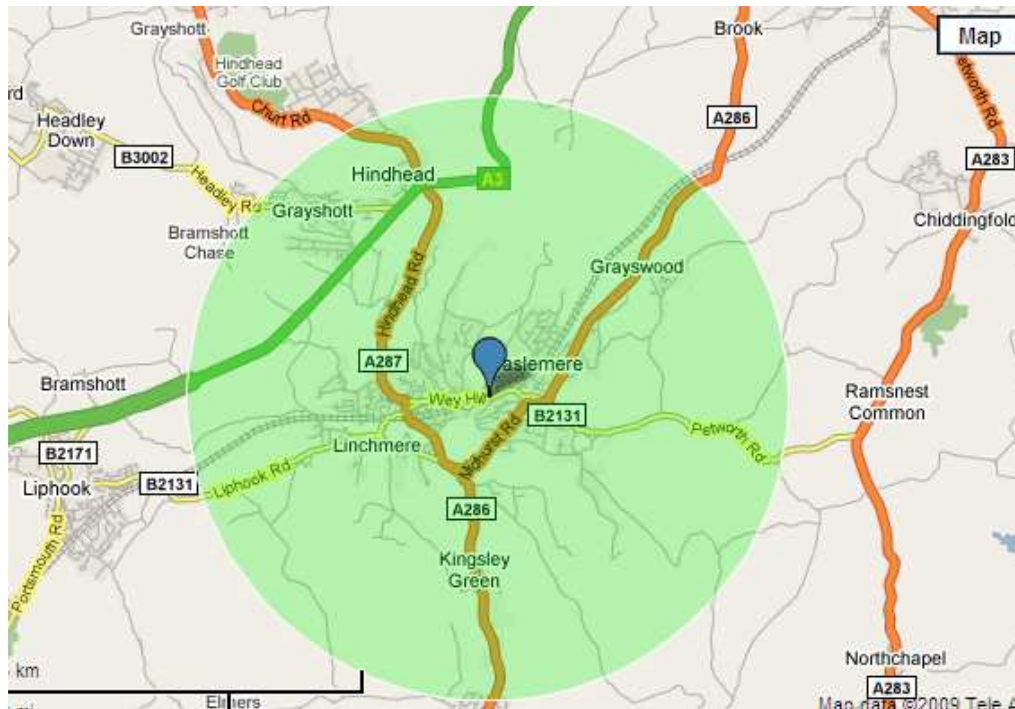
A regional co-ordinator will steer and support the work of the group, and provide the necessary materials. However, the exact method of organisation will be decided by the team involved. Volunteers will use interview tools and workshop templates prepared by a University research team to build up a profile of local food activity in Haslemere.

The work is flexible in days and hours, we would like to find people to help with this work between May 2009 and August 2009.

If you are interested in getting involved, please email or telephone Karen Gardham, Mapping Local Food Webs South East Co-ordinator, kareng@cpre.org.uk; 01273 540 998

Haslemere Maps

Map of local area with a 2.5 mile radius highlighted (from the central point of the train station, for illustration purposes). This is the potential study area.



Map of the 30 mile radius area – this is where the team will be interviewing businesses in the supply chain, back to the producer who grows or rears food in the 30 mile radius

