

Food from the urban fringe

Issues and opportunities

For Making Local Food Work
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1 Foreword

***Making Local Food Work*, an initiative funded by the Big Lottery Fund to support community enterprise approaches to connecting land and people through food, aims to better understand the issues threatening the future resilience and viability of the community food sector.**

In the rural edges around towns and cities, pressures on land use are complicated – farming, housing and development are vying for the same critical locations. The following research was commissioned to identify the particular issues and opportunities facing social enterprises and small food businesses in the urban fringe – the land surrounding towns and cities.

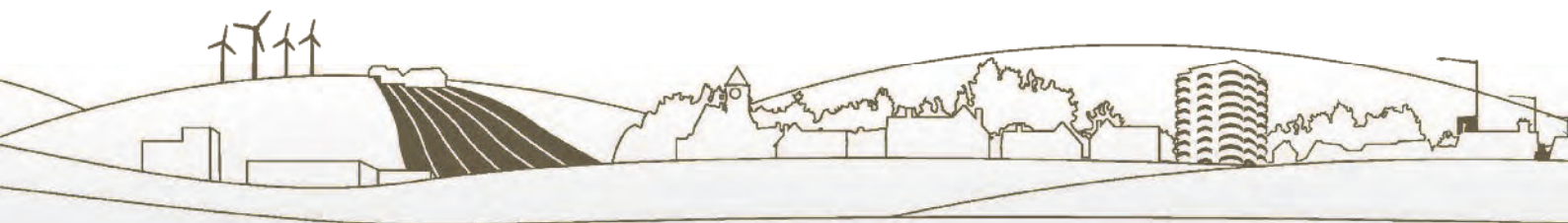
Land is an ongoing challenge and topic of discussion. How can we actively change the food sector, reflecting the evolving social, environmental and economic needs, while working within a very limited raw material resource: land?

This report focuses our attention on the urban fringe: to understand its value as a food-producing zone, to unpack the challenges faced by those producing around cities and towns, and to be inspired by a range of enterprises that are providing food to town and city dwellers from their doorstep.

The urban fringe is a valuable asset for the resilience of our food sector. By supporting agricultural use of this land and welcoming food production near towns and cities, we are safeguarding our own food future, and that of the generations following us.

Peter Couchman

Director of *Making Local Food Work*



2 About this report

The purpose of this research, *Food from the Urban Fringe*, was to investigate the current barriers and opportunities for smaller-scale food production on land around urban areas. The study aimed to illustrate these challenges and opportunities by reviewing a diverse range of successful small enterprises, including social enterprises, and unpacking how their businesses operate in the urban fringe, a zone of constant change and ongoing competition for land use.

This report is one of a series of research studies undertaken by Making Local Food Work, a five-year programme supported by the Big Lottery Fund and led by the Plunkett Foundation. The programme is delivered in partnership with Co-operatives UK, Country Markets Ltd, CPRE, Sustain, Soil Association and FARMA. *Making Local Food Work* aims to boost the resilience of the local food sector by supporting community food enterprises and to increase access to sustainably produced food with a clear provenance.

The research

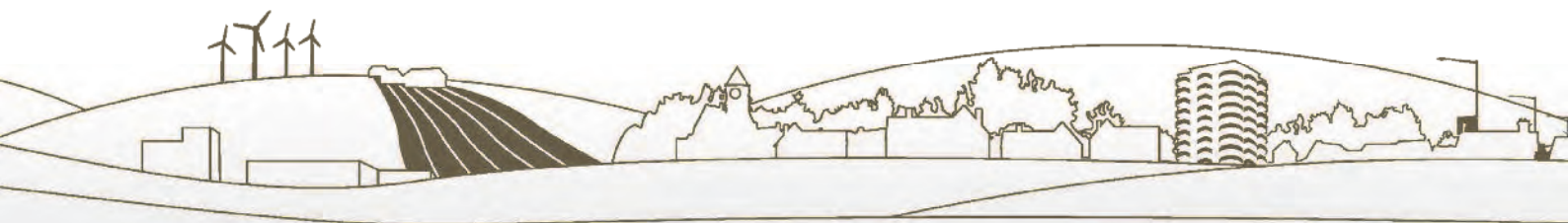
Seven urban fringe businesses involved in primary food production, and one urban food retail enterprise, were selected for close scrutiny, representing diverse scales, business models and products. In each case the history of their development was tracked, business issues and future plans explored, and key lessons abstracted.

The following diverse range of case studies were analysed as part of this research:

- **Whirlow Hall Farm**, near Sheffield
- **Sims Hill**, near Bristol
- **Essington Fruit Farm**, near Wolverhampton
- **Groveswood Farm Dairy**, near Birmingham
- **Glebelands City Growers**, near Manchester
- **Unicorn Grocery**, near Manchester
- **Shabden Park Farm**, near Chipstead in Surrey
- **Organiclea**, near Epping Forest, East London

Understanding the opportunities

The particular advantage of urban fringe businesses is that they are close to their customers. This makes it possible for both the producer to deliver efficiently to the urban marketplace, and for the customer to visit for retail, leisure and other activities. This close connection with the customer is a key success factor for all the businesses, building loyalty and widening the relationship to include volunteering and the provision of social care.



In this intermediate zone between town and country, the urban fringe, some of the opportunities are:

- Good land for production
- Proximity to large centres of population
- Diverse marketplaces
- Enhanced opportunities for food chain collaboration
- Direct selling to the consumer.

Conserving and enabling food production in the urban fringe may also be a critical component in future scenarios where the UK may need to be more self-sufficient in its food production, and where the distance food travels needs to be minimised.

Understanding the barriers

Nevertheless, there are a number of barriers for businesses engaged in small-scale food production on land surrounding towns and cities. The urban fringe is a zone of change and competition for land as a valuable resource. Planning issues can inhibit enterprises from moving forward, with constraints on the building of farm shops or processing units, especially in the Green Belt. Planning law and local development strategies were examined to understand the context within which the enterprises operate.

Despite the current climate of struggle for many family farms and smaller-scale food producers, many enterprises like the ones we have researched here are surviving. In most cases, it is clear that success focuses on a flexible approach to business development, whereby food production may be central but must be supported by leisure provision, education, community engagement and conservation.

Analysis of findings

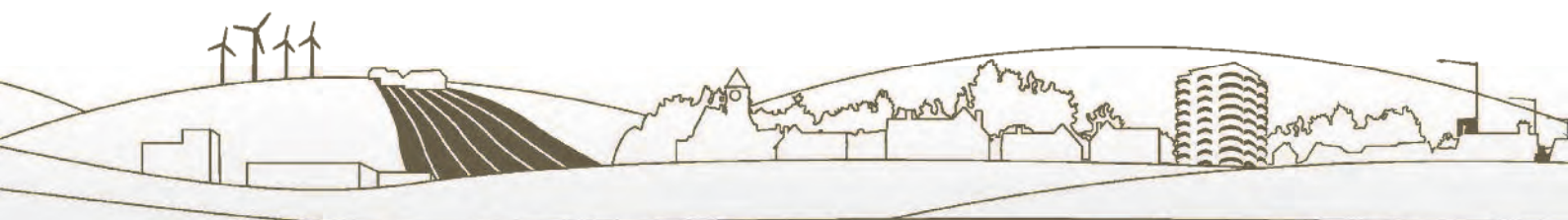
The research report includes a summary table in Section 5, identifying a range of key issues/opportunities and the creative responses that have been used to overcome these issues. Below is a succinct summary of this material:

Location: the close proximity to large and small competitors is challenging, but is balanced by access to large populations and marketplaces.

Access to land for production: the significant competition for land use and prohibitively high land costs can be overcome by creative partnership approaches, including working with local authorities, sympathetic landowners and exploration of temporary land tenure.

Planning: the planning system is perceived as a barrier for many, especially with regard to built development. Mapping of high-quality agricultural land and engaging in local authority strategy development can help build the case for agricultural use of the urban fringe.

Site access: while proximity to markets should be beneficial, there can be challenges around access to the site or business. Collaborative infrastructure such as local food hubs could provide the answer for some.



Collaboration: the importance of good business-to-business relationships, and close collaborations between producers and others in the supply chain, has also been observed, especially in the social enterprise sector. Producers in the urban fringe are well-placed to nurture these mutually supportive connections.

Recommendations from the research

The report concludes with a summary of lessons learned and tips for those involved in food enterprise development and urban fringe land-use planning.

The report includes recommendations to encourage government and public agencies to recognise the inherent value of urban fringe food production, offers practical tips to individual enterprises, and suggestions for how organisations in the sector can encourage viable future opportunities for growth and stability for small-scale food production in the urban fringe.

For public policy makers:

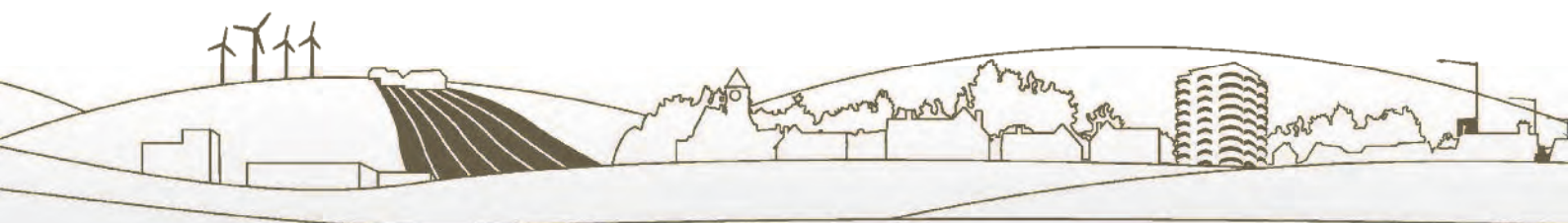
- The National Planning Policy Framework could actively encourage local planning authorities to support and encourage sustainable food production in the urban fringe and Green Belt.
- Local planning authorities could develop food strategies, policies and action plans within Local Plans, which look favourably on well-designed, small-scale development proposals that support the growth of community and local food enterprises.

For community food enterprises and local food businesses:

- Opportunities could be explored to work with landowners to enable increase use of land for food production in the urban fringe.
- Collaborative approaches could be explored to create new marketplaces for fresh, healthy food.
- Community access to fresh, healthy food could be encouraged through supporting the development of new and improved infrastructure that delivers short supply chain activity in production, marketing and distribution.
- Look for ways of combining food production with educational and environmental activities and opportunities that benefit the local community.

For support organisations:

- Continue to seek ways to facilitate access to land in the urban fringe for community and local food business as well as new entrants to these sectors.
- Additional focus could be made on supporting collaborative opportunities and ventures between producers, wholesalers and retailers.
- Networking and encouraging information sharing are important to disseminating good practice across the UK.
- Build on recent advances in the development of the community and local food sectors achieved through programmes such as those funded by the Big Lottery Fund.



3 Introduction

3.1 What is the urban fringe?

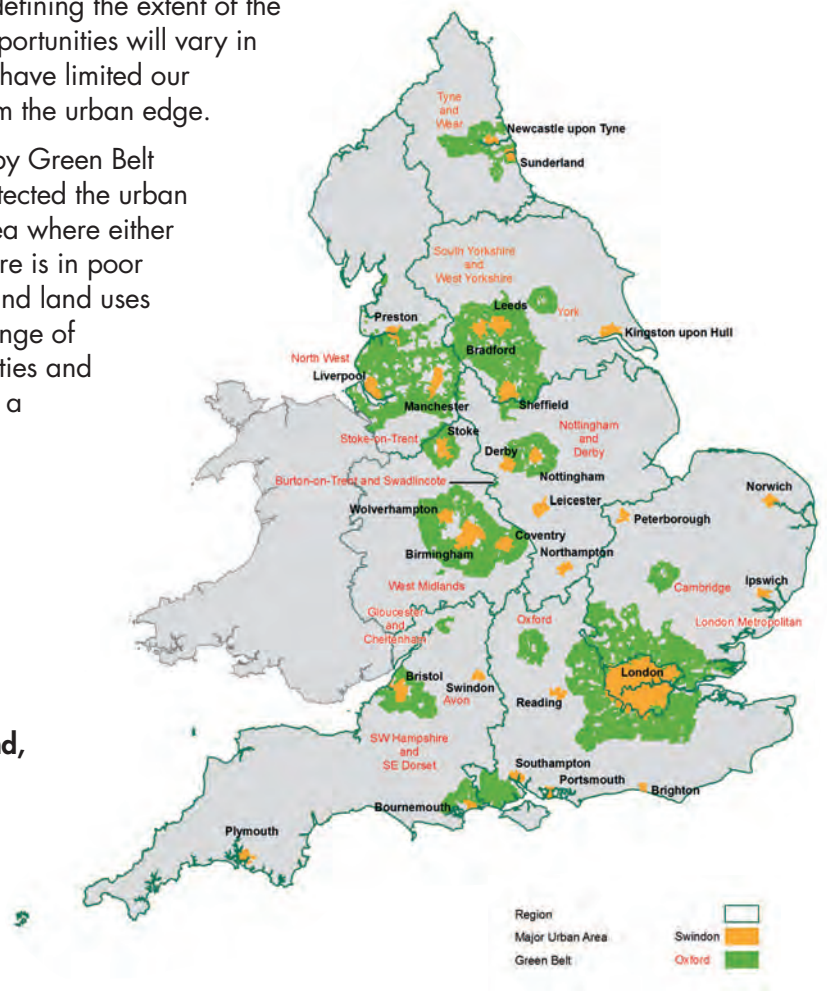
Most of us live in cities and large towns that are ringed by agricultural land. This land is subject to many pressures; on the one hand it is an essential visual and biodiversity resource which contains urban sprawl, and may be protected by Green Belt designation, whilst on the other it needs to accommodate a host of infrastructural functions from recreation through to transport.

Fifty years ago, market gardens ringed many urban areas, but the centralisation and globalisation of our food system has meant that small food businesses on the edges of towns have all but disappeared. This may, however, be changing, and we'll see how a number of innovative enterprises are bucking the trend.

We have not been too prescriptive in defining the extent of the urban fringe, as circumstances and opportunities will vary in each case. In seeking case studies we have limited our search to 10 kilometres (6.2 miles) from the urban edge.

Much of the urban fringe is protected by Green Belt policy. But whilst Green Belts have protected the urban area from expanding, it is often an area where either the landscape is neglected or agriculture is in poor health. Land holdings can be smaller and land uses diverse, accommodating a complex range of infrastructure needs, recreational activities and transport corridors. The urban fringe is a zone of change and uncertainty.

Green Belts in England
reproduced from CPRE/Natural England,
Green Belts: a greener future,
January 2010



3.2 Why worry about food production in the urban fringe?

Developing sustainable food systems may become an imperative in the near future, as imported food and ingredients become more expensive. Our move towards a more secure food supply chain may change the political context and affect land values, such that food production close to the point of consumption once again assumes a higher priority. Whilst *producing and selling food* may be at the core of businesses in this area, their *wider social and environmental impacts* may be equally important to their viability and to our future lives.

The urban fringe inherently offers several opportunities to food businesses: first, the proximity to large markets and clusters of potential customers; second, the enhanced opportunity for collaboration between businesses on production, marketing and distribution; and third, the opportunity to integrate closely with consumers, meeting both an increasing desire for ethical food systems and in providing related services.

Some of our best agricultural land is in the urban fringe¹, where food production is in competition with development aspirations or other land uses. We need to ask ourselves how important it is to keep and promote this land, close to major populations, for food growing, as once it's gone, it's gone, and that means that the opportunity to create sustainable local food supply chains will be diminished.

In a few cities, food strategies have been developed which influence planning policy in protecting or enabling the use of urban fringe land for food production, but these examples are rare. However, landowners and local authorities will need to respond to the government's new National Planning Policy Framework (issued in draft in July 2011), which will promote sustainable development but also seek to influence local authorities into promoting more economic development generally. Food enterprises can offer multiple economic, social and environmental benefits, complementing food production with beneficial community, educational and environmental outcomes.



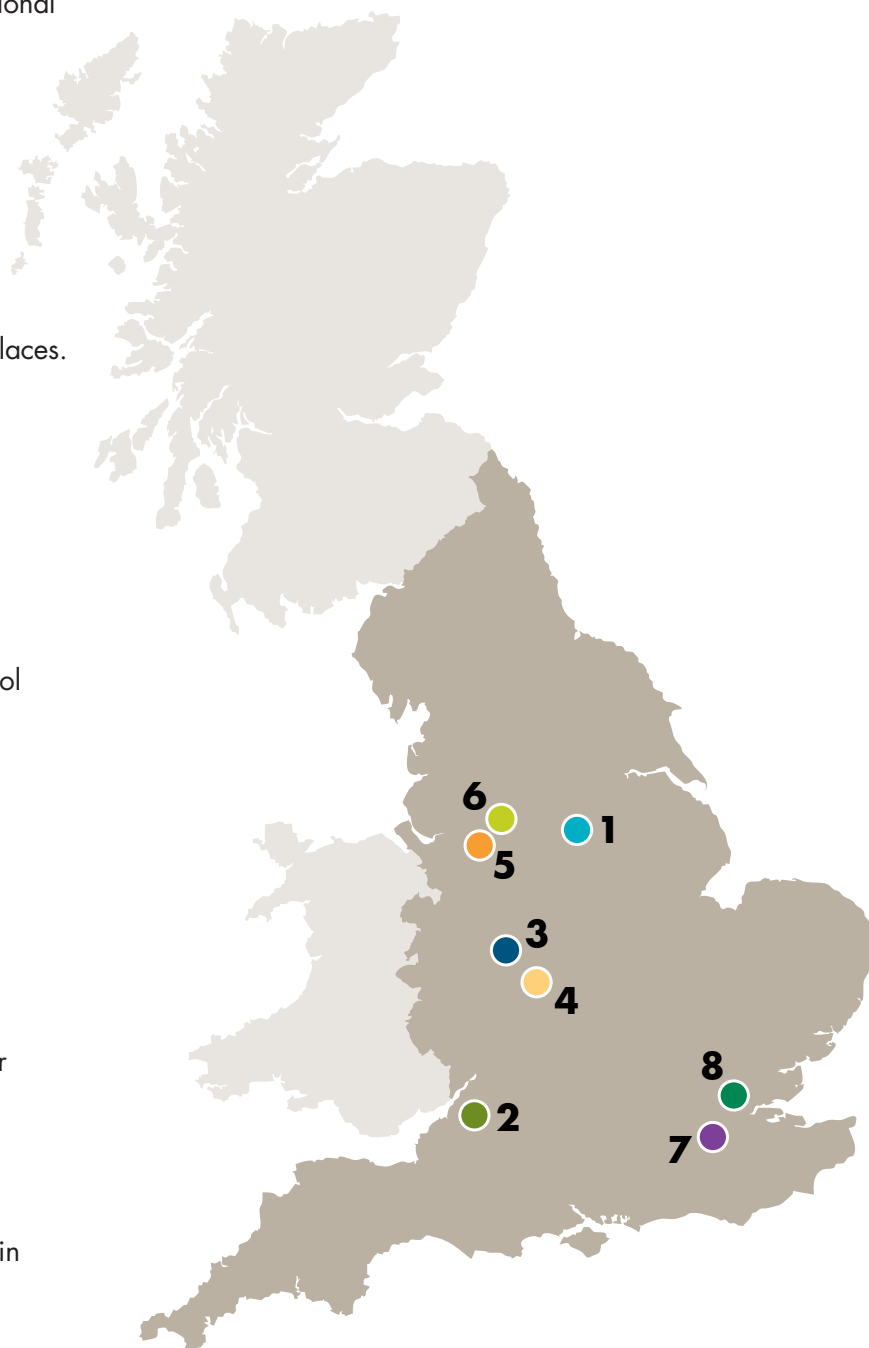
3.3 The case studies and research findings

To investigate in detail how food businesses in the urban fringe can succeed, eight enterprises operating outside of conventional food supply chains were identified and interviewed. They include community enterprises and private businesses, and a range of business types, selected to offer insights into a range of production types, business models, collaboration approaches, scale and location.

Seven of these are involved in primary production, although as we will see, most accommodate other activities on site, including retail, leisure and educational or social care provision. We have also included Unicorn Grocery, an urban retail unit, as its network of suppliers, including a critical relationship with another of the case studies, Glebelands Growers, provides useful insights into a potential model for collaboration between urban fringe producers and their marketplaces.

The businesses are located across England, as shown below:

- 1 Whirlow Hall Farm**
near Sheffield
- 2 Sims Hill**
the north-eastern edge of Bristol
- 3 Essington Fruit Farm**
northeast of Wolverhampton
- 4 Grovewood Farm Dairy**
just south of Birmingham
- 5 Glebelands City Growers**
just outside Manchester
- 6 Unicorn Grocery**
in Chorlton, South Manchester
- 7 Shabden Park Farm**
near Chipstead in Surrey
- 8 Organiclea**
on the edge of Epping Forest in East London



The following table summarises the nature of the businesses:

The business	Core food products	Market outlets	Related activities	Land holding	Business model
Whirlow Hall Farm	Meat (traditional native breeds), eggs, fruit and vegetables	Farm shop; own café; local pubs and shops	School visits and farm tours for the public; café etc; 'Pick Your Own' veg box	145 acres	A charity; provides learning opportunities for 11,000 children, many from disadvantaged backgrounds
Sims Hill	Organic fruit and vegetables	Provides veg for own members	Offer education, work and recreation to the wider community	9.5 acres	Community Supported Agriculture with 47 members, who take a share of the produce
Essington Fruit Farm	Fruit and vegetables, pork	Farm shop; own café	Café and visitor facilities including tearoom; own butchery	200 acres	Family-owned business
Groveswood Farm Dairy	Milk – processed on site, sourced from own herd and local farmers	Doorstep milk round to 400 customers; surplus to local dairy	Sell cream and eggs from other producers	Produce 1.2 million litres per annum	Family-owned business
Glebelands City Growers	Organic vegetables and salads	50% to Unicorn Grocery; other local distributors	Green waste composting for Unicorn	4 acres	A worker's co-operative with 4 members. Close collaboration with Unicorn Grocery
Unicorn Grocery	Organic grocery store	Retail customers	Bought land for vegetable production, to secure their vegetable supply chain	Urban shop	A worker's co-operative with 45 members
Shabden Park Farm	Meat (traditional native breeds)	Farm shop; meat box deliveries	Own cutting room; educational visits; host a farmers' market	263 acres	Family-owned business on agricultural tenancy
Organiclea	Organic fruit and vegetables	Own café; farmers' markets; cafés and restaurants	Food growing education resource; offer a market for home-grown or allotment produce	A 12-acre community market garden	A workers' co-operative with 14 members – runs a veg box scheme and other markets



4 Issues, barriers and opportunities

The case studies represent a diverse range of business types, yet they face some common issues and barriers. We have summarised these below; and in each case have illustrated how the businesses have identified opportunities specific to the urban fringe in the light of these issues. These help provide useful lessons for other businesses and insights for those involved in local strategic planning and support programmes.

4.1 The changing environment for food businesses

Food businesses, particularly those that are small in scale or in niche, micro or artisan sectors, have faced significant challenges over the past few years. The recession has affected the priorities and behaviour of buyers, with a switch from premium products towards staples², own brand 'essentials' and 2 for 1 promotions. This comes on top of the challenges which smaller and niche businesses typically face, in particular competition in a global marketplace, a lack of marketing and distribution infrastructure, and inefficiencies of scale³. Some of the case studies in this report have adapted their marketing approaches to deal with such challenges.

Unicorn Grocery recognised, as far back as 2007, that a recession was on its way. Consequently they re-planned their business to offer a budget range of produce alongside the 'deli' items, competing on price with the supermarkets, to keep the shop accessible to those on all budgets. As a result, it grew 10% even in the worst of the recession. Part of their success story is in how they secured a supply chain for fresh vegetables – both through their close collaboration with Glebelands Growers, but more recently through their purchase of 21 acres for vegetable growing, let to two former members, now operating as Moss Brook Growers.



On the positive side 'ethical food' has been a growth sector even during the recession, and research by The Institute of Grocery Distribution shows that local food is now a major driver of consumer choice. For example, 30% of shoppers said they had specifically purchased 'locally produced food', up from 15% in 2006⁴. Research has also shown that supporting local or British producers has now become the most important ethical criterion for shoppers⁵. Reducing the distance food has travelled and wanting to support local farmers headed the reasons given for this view⁶. This wave of interest offers urban fringe businesses the simple advantage of having large populations on their doorstep.



Groveswood Farm Dairy takes a direct and hands-on approach to marketing – they drop a pint of milk and a brochure on local doorsteps, and get an enviable 40% take up. They make a point of selling themselves as a local business – and indeed can only run their rounds efficiently by being 10 minutes from Birmingham’s city centre. They also recognised the benefit of creating and keeping in control of their own supply chain from ‘cow to doorstep’ by setting up their own processing and bottling plant.



Essington Fruit Farm estimates that 90% of its customers live within 3 miles (4.8km), or at the most, a half hour drive from the farm. They make a point of offering something different to that available in supermarkets, from their rare breed pork to just-picked Brussels sprouts on the stem, and use the slogan ‘farm yards not food miles’.



4.2 Enterprise structure and ownership models

Our case studies help illustrate the multiplicity of business models, which are found in the urban fringe, due to the proximity with local centres of population. This can affect the nature of the producer/customer relationship in many ways, including direct involvement with, or ownership by, local people.

Some farms in the urban fringe are still family businesses, and may have enjoyed rolling agricultural tenancies.

Typical of a family farm is **Groveswood Farm Dairy**, situated just south of Birmingham and north of the M42. It is rented on a secure agricultural tenancy. The Elliot family has farmed Groveswood Farm for generations and produces 1.2 million litres of milk each year. The family have developed a number of related enterprises on the land including the dairy processing unit, which was a response to their perceived need to take control of their supply chain. They recognised that their location enabled them to supply direct to local customers with an efficient doorstep delivery scheme.

Shabden Park Farm also has a long tenancy agreement. It specialises in raising native breeds using traditional farming methods and participates in the Countryside Stewardship Scheme. In 2004 they built their own cutting room to allow on-farm processing and launched their direct meat sales, partly in response to poor prices offered by their client Marks & Spencer. They also sold at farmers’ markets until 2009, when income reduced, and now operate a farm shop selling their own and other local products. Their combination of farmland conservation supporting the production of ‘assured’ local meat from native breeds, and managing an on-farm shop and producers’ market, is the key to their viability.



The last 20 years has seen a steady growth of alternative ownership models, whereby communities, or young farmers and growers, have set up new enterprises and will often rent land rather than buy. For these enterprises, collaboration with like-minded food businesses may be one of the keys to success.

These include workers' co-operatives such as **Glebelands City Growers**, which is owned by its four members, who took over in 2008 from Glebelands Market Garden that was established by two individuals in 2001. Glebelands recognised that collaboration with others in the supply chain would be key to their survival. As well as its close links with Unicorn Grocery, it supplies the DigFood box scheme that distributes 130 boxes of vegetables a week across South Manchester. It also supplies vegetables to Organic North wholesalers, Green Plate Caterers who are supplying Manchester University, as well as The University of Manchester itself through Manchester Veg People.

Organiclea is another workers' co-operative established in 2001 with the aim of growing more food locally and collectively in London. Organiclea aims to create sustainable livelihoods for its members through local food growing, distribution and community work. Most of the members earn a modest part-time income as well as volunteering for the co-op. The co-op has 14 members, 12 part-time workers, around 140 volunteers and 70 members for its fruit and veg box scheme. It also works closely with smaller growers and home-based producers, offering them a market outlet through its 'Cropshare' scheme.



Charities and social firms (enterprises which provide work opportunities for the disadvantaged) have also been involved in food and farming projects that address aspects of social need.

For example, **Whirlow Hall Farm Trust Ltd (WHFT)** was established in 1979 as an educational charity based on a working upland farm on the outskirts of Sheffield. The Trust provides a 'classroom in the countryside'. The farm is a mixed working farm with sheep, pigs, a suckler herd of cattle, free-range hens, turkeys and 'pick your own' fruit and veg, and covers 145 acres.



Community Supported Agriculture (CSA) is another model that is increasing in popularity. Whilst CSA takes many forms, the common theme is a close relationship between the producer and the consumer. The number of CSA initiatives has increased recently with over 50 having started trading in the last 3 years. However, 'securing long-term access to land can present a significant challenge for new community-led initiatives'⁷. Significantly, just under half of CSAs in the UK involve a relationship with one or more producers, rather than being community-managed production initiatives.



Sims Hill Shared Harvest is a CSA project. Sims Hill is based on a 'cropshare' model, whereby 47 shareholder members take a share of the produce. As the Sims Hill scheme develops, the emphasis is on inclusiveness and community participation. This has been modelled to include 'work shares', which have enabled the involvement of two members who have no income.

4.3 Conventional or organic?

The case studies describe a variety of types of production, from horticultural to meat and dairy. Whilst many small enterprises in the urban fringe that seek direct sales opportunities have focused on certified organic production, this may not always be considered the best path.

Groveswood Farm Dairy are not organic, because they feel that demand is 'minimal' and people would not be willing to pay the premium. Their main selling point is that it is 'local' produce.

Organiclea has taken a pragmatic approach: it works to Organic Standards for commercial food production; to Wholesome Food Association Principles for domestic-scale food growing and sales of surpluses; and uses Garden Organic Guidelines for domestic gardening and food growing. Organiclea also demonstrates permaculture in practice with companion planting, rainwater harvesting, recycling materials and compost loos.



Organiclea, Epping Forest in East London

4.4 Market outlets and sales

One of the approaches that smaller businesses have taken, faced with tough competition from supermarkets and global supply chains, is to develop **direct sales** to consumers or independent shops and caterers. Developing on-site sales through **farm shops**, and selling through **mail order**, have been useful tools for some businesses.

Shabden Park Farm, for example, has fundamentally adapted its marketing strategy over the last decade. It used to sell a lot of its produce at farmers' markets, but increased market stall rents, rises in staffing, transport and fuel costs, and economic recession all contributed to reducing profits by 20–25% per annum. Developing direct sales through its farm shop and mail-order meat boxes has enabled the farm to survive these challenges.

The majority of Shabden Park's customers are 'foodies' who are interested in cooking and good quality ingredients: they live locally in rural areas or on the edge of London, and are keen to help conserve the countryside by supporting local food. Londoners enjoy day trips out to the countryside and buying 'local' produce. They have a database of around 500 regular customers to whom they send the farm's e-newsletter.

Mark Elliott at **Groveswood Farm** set up the dairy 11 years ago in the farmyard as a response to the falling price of milk and to give the farm much more control of its own production and supply chain. They have set up their own milk rounds in Birmingham to approximately 4,000 customers. Any excess milk is sold to the First Milk dairy nearby. Alongside liquid milk they sell cream and eggs (which are bought in), which complement the milk offer.

Although **Whirlow Hall Farm** is very accessible to Sheffield's communities it has been a challenge to attract and build visitor numbers and regular shoppers. Rob Waitt, the manager, is aware the shop and café need to attract new customers so he is planning a marketing campaign with a leaflet and discount voucher. Rob notes that two farm shop competitors have closed, and puts his success down to the combination of the shop with the café, farm tours and 'pick your own' vegetables, which offers an attractive weekend destination.



Whirlow Hall Farm, near Sheffield

Public sector procurement, especially for nearby school, college and hospital meals, is another area of opportunity. Whilst for most small businesses this sector is difficult to penetrate due to the small volumes and consistency of product required, by collaborating with other producers and working in partnerships with the buyers, some opportunities exist.

For example, **Glebelands City Growers** are a member of the Manchester Veg People co-operative, who supply wholesale fresh produce to Green Plate Caterers who in turn supply Manchester University. Glebelands consider that there are significant current opportunities for local food production in the urban fringe including: winning procurement contracts with local schools, universities and hospitals; supplying local fresh food to pubs, restaurants and hotels; securing wholesale contracts with large catering companies; and supplying branded bagged crops to large organic and wholefood retailers beyond Manchester.

Box schemes and doorstep deliveries have been the most common form of direct sales, often with weekly veg boxes, and **farmers' markets** have been one of the most visible alternative supply chain models. Some of the urban fringe businesses have created a twist to these ways of selling.

Organiclea members, for example, sell produce from the Hawkwood site in Chingford via market stalls, the box scheme and by supplying a network of cafés and restaurants. Other produce sold is sourced from local London growers sharing their surplus via the Cropshare Scheme whereby local gardeners and allotment holders can legally sell their surplus fruit and vegetables through Organiclea's box scheme and market stalls. The Cropshare initiative supports real livelihoods for 25 local growers supplying Organiclea's café, box scheme and market stalls. Shoppers can also use Healthy Start Vouchers to buy fruit and vegetables at the stalls or box scheme.

Shabden Park Farm holds its own monthly farmers' market in the farmyard, hosting 12 local producers selling wild game, fish and smoked foods, bread and honey, wine and cider, chilli products and Indian foods – the market attracts 200–300 customers each month. In addition to its own branded meats the farm's shop sells a range of farm products that it sources from other farmers and producers.



4.5 Business viability in the urban fringe

One of the common findings for small food businesses is that related income streams need to be developed, especially where the product is inherently low value, for example vegetables. To meet this challenge, income streams have been sought in providing visitor and leisure facilities, education and conservation activities. Above all, specialisation and differentiation from what supermarkets offer is critical.

The commercial viability of **Whirlow Hall Farm** is constrained by its small size, the demands of the educational programme and facilities required for fundraising events. As fundraising and sources of sponsorship have become more and more challenging, the Farm Trust drew up and implemented a strategic business plan in their search for other ways to generate income. Three years ago, it opened a Farm Shop, which has grown steadily. The farm's Retail and Catering Team opened a Farm Café next to the shop, serving the farm's own sausages, bacon and eggs for breakfast, and sourcing its bread and dairy products from local suppliers. The farm's Cruck Barn has become a popular venue for wedding receptions as well as group farm visits. In 2012 the Farm Trust is planning to develop an orchard and extend its bee-keeping as part of a drive to diversify its product range, which will broaden the Farm Shop and Café's appeal to new customers and so increase sales.

In the last 12 months **Unicorn Grocery** achieved 10% growth in sales compared to 2010. Key to this success has been the way they understand their customers' needs for a range of fresh local produce at affordable prices – an attractive offer made possible through their supply chain connections.



Unicorn Grocery,
in Chorlton,
South Manchester



Unicorn Grocery, in Chorlton,
South Manchester

Good businesses anywhere benefit from an on-going process of effective **business planning** and sound financial management.

Glebelands started with a 3-year Business Plan written by the team when they took on the business. The business achieves a turnover of £40k–£45k, with overheads costing around £10k. Each financial year the team aims to re-invest around £1,000 in on-site facilities and equipment. They need to make sufficient profit and retain a financial reserve to survive the lean winter months between late November and early March.

Organiclea has business plans for 3 interlinked social enterprises – the Hornbeam Café, Hawkwood Nursery and its outreach growing project, Box Scheme and linked market stalls – along with a financial forecast against which the co-operative's members monitor the performance of different parts of their business (not available to our researchers).

Pricing is another key issue that is a challenge in the face of mainstream competition. Where the basis for pricing is by comparison with supermarket offers, small producers can only compete in rare cases. However, prices can also reflect the value to the aspirations of their customers and telling their 'ethical' story, or by offering convenience and a closer customer relationship.

Glebelands feel that price sensitivity is still the biggest issue for them, even with sympathetic markets like Unicorn Grocery and its customers. For example, consumers do not want to pay more than £1 for a lettuce but the production costs for local and organic food, particularly wages, require it. Adam York, the original founder, suggests that 'for the sake of a couple of decades of seriously cheap food we have largely lost much of our soil quality, horticultural skill base, food and cooking culture and severely discouraged new entrants.'

4.6 Funding

Grants from public sector, Big Lottery Fund and private Trusts have commonly been necessary in the start-up phase for new production enterprises. However, in the social enterprise sector, there is a common challenge of adapting financial planning to a post-grant scenario and identifying other sources of finance.

Sheffield City Council's Children and Young Peoples Service awarded **Whirlow Hall Farm Trust** a capital grant that contributed towards the development of a new Education Resource Building, which hosts the Environment and Land-Based Diploma course, and supports revenue budgets. Donations from charitable trusts help to fund education-based projects and staffing costs.



Glebelands City Growers received a range of advice and support to establish their workers co-operative in the start-up phase including: Kindling Trust offered advice and support with start-up funding; CMS gave 1/1 advice on business and legal structures; Unicorn Grocery helped pay for equipment and machinery with a project grant from their 1% Fund; Naturesave Trust helped with a grant for a rotavator; The Co-operative NW gave a donation of £2k towards the irrigation system and running costs plus 6 days of financial planning support and advice; Big Lottery Local Food Scheme provided a grant of £51k for capital start-up and the 'Grow For It!' project which offers free school visits for school groups of up to 30 pupils from across South Manchester.

Sims Hill secured grants for the start-up costs from Bristol Green Capital Community Challenge Fund (for tools) and Lush (towards ponds and crop protection). They still need to raise funds for storage facilities and to install a water supply, although Bristol City Council may help with the latter. However, the members are the strength of the project, as they supply the fees for the running costs.

Grovewood Farm, on the other hand, developed the business without grant aid, in part because they are not eligible for rural grants. In addition, they feel that grants 'can restrict you in what you can do and that might not be where your business path wants to be... so we just got on with it'.



Loans are another option for business financing. Traditionally, banks have been the only source. However, where a close relationship exists, customers and supporters can be considered an alternative source of financial support.

One of the businesses had moved its banking to another provider, attracted by their offer to farmers and a good overdraft facility. However, in the recession the bank has withdrawn many businesses' overdraft facilities and converted them into business loans on higher % interest rates. Since the start of the recession, reduced turnover combined with falling farm prices and increased banking charges has proved to be a challenging mix of pressures.

A less traditional form of loan financed the development of **Unicorn Grocery**. This was by means of a loanstock offer to local people in 2003 to help buy the site, which raised £350,000 from its loyal customers. This was matched by a £150,000 loan from ICOF/Co-operatives, and the rest was raised via a commercial mortgage from Triodos Bank. The members also recently raised £250,000 loanstock from their customers, helping to buy land for vegetable production at Glazebury, which is now being leased to Moss Brook Growers. They aim to repay this capital investment by January 2013.

For some, especially where there is a clear social purpose, **sponsorship** has been critical to success.

Whirlow Hall Farm Trust's '480 Club' of companies and individuals help to sponsor schools' and residential visits, targeting children and groups from disadvantaged areas or with additional needs.



4.7 Education, conservation and other public benefits

As discussed above, diversifying the business model can be critical to success and offer those in the urban fringe particular advantages, due to the proximity to large centres of population.

Educational activities are one of the most common add-on features. Most of the businesses we spoke to see education as a core remit.

Organiclea offer 'applied' learning opportunities such as: DIY for the organic gardener; Herbal Remedies and Plant Medicine; growing and looking after grapevines; accredited gardening course, National Open College Network Level 1; Permaculture Design Course; Food Growing Essentials: Plants and Planks. They aim to make their courses accessible by offering an income-related sliding scale of fees.

Whirlow Hall hosts visits by schools and groups from disadvantaged areas or with special needs, alongside supported volunteering placements through the Shaw Trust, and subsidised employment for people with special needs. The Farm hosted 10,104 visits in 2011, including visits from 100 Sheffield schools and 1,630 residential visits, with approximately 30% of visitors and groups from disadvantaged areas in South Yorkshire, Derbyshire, Nottinghamshire, Lancashire and London.

Whirlow Hall has developed a new Learning Strategy, including working with Sheffield City Council on Family Learning provision to bring up to 6 families at a time to the farm. It works in partnership with Sheffield City College and Grimsby Institute providing a resource for their Animal Care students plus offering work placements. It works with Norton College hosting young adults, and hosts a play scheme for Bents Green Special School each summer. Their 'Good Grounding Project' is a 5-year project funded through the Big Lottery Local Food Programme to engage schoolchildren in cultivation and production of local food, to help them and their families learn about healthy eating.

Glebelands aims to directly involve local people by creating volunteer placements to help with school visits and Community Task Days for larger groups.



Shabden Park Farm is committed to attracting families and children to visit the farm and learn about the links between farm animals and good quality food. They hold farm open days where they invite local people and visitors to come and learn about the way they farm, usually planned to coincide with events in the farming year, for example lambing or harvest. They participate annually in Open Farm Sunday, a national day when farmers invite their neighbours and the public onto their farms to see what is happening and talk directly to the farmer. They also host school and group educational visits to the farm including cubs, brownies and adult interest groups, and are part of the 'Growing Schools and Learning Outside the Classroom' initiative. Currently they receive £100 for each school visit they host under the Countryside Stewardship Scheme. There is scope to expand their education programme by working with Primary Schools, adding Geography field trips, developing classroom facilities and offering a venue for natural history and interest groups.

Conservation and the promotion of biodiversity are often integral to both the production system and the land management vision of these kinds of business.

At Shabden Park Farm, the Surrey Wildlife Trust restored chalk grassland with the help of the SITA Trust, by erecting fencing to allow the farmer to undertake winter grazing, a traditional non-mechanised method that ensures the survival of chalk-loving plants and their associated butterfly and moth species.

Organiclea members are committed to permaculture principles, to producing and distributing local food, striving for self-reliant and productive communities as well as fertile and productive landscapes. They believe 'we cannot have one without the other'. People and community considerations are equally important as soil and production. They believe that in the community, as on the land, the web of connections and relationships between all elements is what keeps the system healthy and balanced.

Whirlow Hall Farm delivers grassland management, disabled pathways, drystone walling and hedging under the Countryside Stewardship.

Unicorn Grocery has transformed the flat roofing of the store with sedum planting, as well as creating a pond with water plants and rubble, all of which has been left to self-colonise, creating a variety of habitats for local biodiversity.



Recreation and leisure activities are another common additional income stream, or may simply be provided in order to attract nearby people to the site.

Essington Fruit Farm developed a maize maze to complement their farm shop and café. This adds to their customer focus, basing their business strategy on providing a day out as much as a shopping opportunity. They are now considering how they can provide additional child-friendly activities.

Whilst some of the **beneficial outcomes** have been designed to generate income, other less tangible impacts may be at the heart of the enterprise mission and provide justification for their support. This can include reducing carbon emissions, helping to address waste management or building healthy integrated communities.

Organiclea has worked hard to reduce its carbon footprint and to minimize environmental impacts, such as reducing and re-using plastic waste and work with the Forest Recycling Project, making its box scheme deliveries and local fruit collections with a bicycle trailer, and encouraging box scheme members to pick up their fruit and veg by public transport, on foot or bicycle, or by car share. They also gather surplus fruit in the Borough, by picking from street trees and resident's gardens to reduce the need to import fruit.

Unicorn self-imposes a 'carbon tax' on their activities, which they pay to a Scottish charity based in Findhorn called Trees for Life, who are working to restore 600 square miles (1,554 sq.km) of the Caledonian Forest.



The allotment site was the heart of **Organiclea** for many years but the members realised there was potential to develop a larger food growing and distribution project that could contribute towards a stronger local food economy and deliver wider social, environmental, health, economic and cultural benefits for local communities. In 2003 the members consulted local people and shaped their vision for a local food scheme that would facilitate the production and distribution of local food in Walthamstow. Organiclea's site is open for regular volunteer days on Tuesdays, Thursday afternoons and Fridays. The last Sunday of each month is an Open Day where visitors are welcome to drop in and take part in skill sharing on a seasonal theme. The Nursery offers a regular events and training programme.

Whirlow Hall has a large pool of volunteers that help with the full range of activities including: farm work and horticulture; farm tours; farm shop work; education provision and administration.

4.8 Collaboration

Collaboration may be one of the most potent elements in enabling viable business development, and is particularly relevant in the urban fringe where there can be a multiplicity of food supply chain projects and marketplaces. Collaboration can take many forms, and can be established at all stages of the food life-cycle, from production, marketing and distribution, through to waste management.

To address these issues, producers across the UK have either developed informal, van-sharing systems⁸, or distribution hubs have been established⁹. Whilst many hubs have struggled with viability¹⁰, there are still strong arguments for this form of horizontal collaboration. Geographical proximity of the stakeholders can be critical in such projects. In an urban context, the example of the Growing Communities initiative in East London may offer a useful parallel, whereby micro-growers of salad crops work to a common specification and supply into a distribution and sales centre.

Whirlow Hall Farm shop sells the farm's own brand meat products and seasonal veg alongside products sourced from local producers, as well as produce from a family company who distribute jams, chutneys, chocolate and crisps. They have observed that 'farm shops that offer a linked café or on-site events and activities are still experiencing growth. Whirlow's success with our café, farm tours and pick your own veg, combining to offer an attractive weekend destination that is winning increased numbers of visitors and shoppers, proves the point'.



Shabden Park's monthly farmers' market is another example of innovative marketing collaboration. The owners invite other local producers to a monthly farm-based market, as well as stocking local produce in the farm shop.

Glebeland's close relationship (selling 50%) to Unicorn Grocery has made survival possible, whereas trading on the open market would not. Glebelands City Growers plan on expanding their markets by being part of Manchester Veg People – a nascent Growers & Buyers Co-operative for Greater Manchester. They also supply the DigFood box scheme (130 boxes a week distributed across South Manchester), Organic North Wholesales and Green Plate Caterers.

As well as the retail space bought in 2004, in 2008 **Unicorn Grocery** bought 21 acres of prime growing land near Leigh, 14 miles (22.5km) by road from the shop. The land became fully organic in June 2010, and a 10-year tenancy was signed with Moss Brook Growers, a co-operative vegetable growing business set up by two Unicorn members to manage the site and supply the Grocery with fresh vegetables. To secure supplies of fresh seasonal produce, Unicorn has built a strong network of suppliers, farmers and growers. Since opening they have worked with over 144 suppliers, many of which are local or run as ethical businesses.

Organiclea benefits from being part of a network of like-minded local growers called Common Sense Growers, who aim to 'encourage the development of many new food growing projects and to bring more communities together around the growing and enjoyment of food in a common space'. There is potential to build on current collaboration and partnership working to create a wider network of growing projects across North London, thereby widening access to growing opportunities.



Organiclea, Epping Forest
in East London



Organiclea,
Epping Forest
in East London

Sims Hill is collaborating with Barton Hill neighbourhood walled garden that has a propagation polytunnel and storage, both of which can be used by the CSA. A community centre provides a pick-up point in return for vegetables. The CSA would also like to work with local restaurants, supplying vegetables and collecting food waste, which they will then compost.

One of the key advantages to business in the urban fringe is the opportunity for close communication with their **customers**.

Essington Fruit Farm carried out research with their customers that helped them to define where they could out-compete the supermarket offer. **Shabden Park Farm** is widening its product range to include home-produced delicatessen items, in order to make its customer offering more distinct from supermarket food. **Unicorn Grocery** conducts regular customer surveys and supermarket price checks; feedback from their customers confirmed their strategy.

At the end of the food life-cycle **waste management**, through composting or anaerobic digestion, may also become a useful income generator and linked activity for food enterprise in the urban fringe.

To help control the cost of inputs and to reduce their resource impacts, **Glebelands** plant green manures, and collect Unicorn Grocery's green waste for composting. They also make use of green compost, much of it from New Smithfield Market, another advantage of an urban fringe location.



Essington Fruit Farm, northeast of Wolverhampton

4.9 Access to land for production

Land holdings in the urban fringe are often constrained in their opportunities to expand due to the competing land uses around them or due to planning constraints. The most significant impact on the use of land in the urban fringe is infrastructure such as roads or reservoirs, which are frequently linked to long-term changes in land use.

New entrants to farming can find it particularly difficult to access land in the urban fringe because of higher land values and the blighting of land that is either awaiting the opportunity for development or is kept as a 'land bank' by investors.

Local authorities have a particular role to play in forming strategies that enable food business to flourish in the urban fringe. In some cases this has been evident. Information on local authority land holdings is available on the Public Assets website¹¹, and a list is currently published on the Daily Telegraph website¹² showing up a number of local authority owned farms: potentially useful resources for interested groups seeking land.

Shabden Park Farm is located within a protected site managed by Surrey Wildlife Trust, on a lease from Surrey County Council. Mark Banham, a former shepherd and agricultural contractor, took on a 30-year tenancy in 1995, giving him the opportunity to create and manage a traditional chalk downland farm on the edge of London. Surrey County Council wanted to replace their secure Farm Tenancy with a Farm Business Tenancy but Mark has not accepted, as it would affect security of tenure. Previously the Council gave another local tenant farmer notice on his Farm Business Tenancy and farm management was transferred to Surrey Wildlife Trust for a conservation grazing scheme.

In 2007 Waltham Forest Council closed its plant nursery, sited just round the corner from **Organiclea's** allotment site, offering new space to increase production outdoors and under glass, develop a community plant nursery and get local communities involved. In 2010 a 10-year lease for the site by Organiclea was signed with Waltham Forest Council for the development of the 12-acre site as a community market garden and food growing resource base.

In 2001 the founders of **Glebelands** negotiated with Trafford Metropolitan Council to lease the Glebelands site for growing salads, vegetables and herbs. Previously for several decades the land had been cultivated for market gardening, as well as being used for a special needs project and a recreational field. Glebelands demonstrates that horticultural growing in the urban fringe is possible with the support of the landlord, in this case the local council.



Sims Hill is situated within the north-eastern edge of the City of Bristol and forms part of a green strip adjacent to the M32 motorway. It is grade 2 agricultural land on 14.5 acres, although much of the surrounding land is grade 1. The founders negotiated with Bristol City Council and the Avon Wildlife Trust, who also have an interest in the site, and began growing in February 2011, before the lease had even been signed. The future of the land is a major concern of the project as the City Council have kept a break clause in the lease that could allow the land to be used for very different purposes, and at short notice.

4.10 Competition for land use

In a report to the London Development Agency (LDA) ADAS found that farming in London's Green Belt is mainly in winter cropping or permanent pasture, with cattle – either for meat or milk – as the predominant stock. However, the livestock in these areas are frequently disturbed, either by dogs or by a range of leisure activities. Finally, organic farming was seen to be under-represented in this area, despite the significant demand for local organic produce within London¹³. The report noted the presence of many social food projects and their vitality, but considered that they were not of sufficient scale to be viable or to make a significant impact on London's food supply.

Whirlow Hall Farm notes that 'there is insufficient land for growing available to communities – in Sheffield there's a 10-year waiting list for allotments. There are lots of areas that could be cultivated including green spaces, public parks and residential gardens'.

Access to land is a common frustration for new entrants to farming or horticulture, in both the private sector and for community groups. A number of initiatives across the UK have tried to address this issue by either creating some form of Land Trust¹⁴ to buy and then sub-let land, or by establishing land-share schemes which match prospective producers to those with land available. Some landowners in the urban fringe, particularly local councils and mission-driven organisations such as the National Trust, may own land which is tenanted for agricultural use and may be receptive to new tenants with a focus on sustainable and socially focused production systems¹⁵. County farms may also be useful foci of attention.

Where land tenure is uncertain or short term, businesses may be reluctant to invest in the infrastructure they need. Tenure may be uncertain because of short rental agreements or because planning conditions may be restrictive.

The piecemeal nature of land availability in the urban fringe may actually offer opportunities to some forms of production enterprise, where they can accommodate temporary land occupation uses for production¹⁶. Brownfield sites may also offer opportunities for production by using raised beds or other mechanisms¹⁷, which are effectively portable or require little in the way of permanent investment in the land itself. The Landshare project and other local initiatives can assist groups to identify land that may be available for rental for food production¹⁸.

Sites available in the urban fringe may often be small. For primary production businesses such as horticulture, the size of the land holding can be critical. Sites of less than 10 acres are



unlikely to offer a profitable model unless production focuses on higher value crops such as salads, as is the backbone of Glebelands' production¹⁹. Smaller sites, it is argued, can offer a livelihood where they are intensively managed and where sales are direct to consumers, as illustrated in a recent study by the Ecological Land Co-operative²⁰. The majority of CSA initiatives (see more below) work on a smallholding/market garden scale of between 1 and 20 acres²¹. In another example, a group of small market gardens near Plymouth has specialised in heritage vegetables and micro-leaves, which are sold to top class restaurants across the UK²².

Transport and access

Given the criticality of location in the viability of urban fringe businesses, transport and access must be carefully considered. For example:

- Sims Hills has pedestrian access as an important part of the project.
- Essington Fruit Farm was able to address highways issues raised at planning permission stage and set up a specific agreement.
- Retail access to Grovewood is not permissible but this is not a problem as they run a delivery-based business.
- Unicorn Grocery has a parking forecourt for around 25 cars just off the high street along with easy access to public transport.
- Glebelands deliver their produce to wholesale customers – although they have no street signage and limited car parking.
- Organiclea uses a cycle delivery company for its deliveries, making use of its urban position, plus public transport along the high street to the Hornbeam Centre and Café.
- Shabden Park Farm has a large yard to accommodate customer parking and hosting the monthly Producers Market.

4.11 The planning system and the role of local authorities

Since the establishment of the British town and country planning system in 1947, there has been a strong focus on protecting the UK's capacity for agricultural production. There is no planning control over the use of land for **agricultural or horticultural activities**. There is a legal definition of the term 'agriculture' as follows:

- Horticulture
- Fruit growing
- Seed growing
- Dairy farming
- Breeding and keeping livestock
- Use of land for grazing
- Meadow land
- Market gardens and nurseries
- Woodlands where ancillary to another agricultural purpose.



The **use of land** for any of these purposes, and **of any building** occupied together with the land for this purpose, is not 'development' and therefore may be undertaken without planning permission. Conversely, the introduction of new uses or activities associated with food processing and product production is likely to be deemed 'development' and will require permission of some form.

Surrey County Council offered to invest £65,000 in new farm buildings at Shabden Park, to create a classroom and a shop, but this would have increased the farm rent substantially, so the owners declined. The result was the new farm lacked sufficient out-buildings to expand its business. When the owners applied for planning permission they found Reigate and Banstead Borough Council were not supportive of further new development on the farm.

Shabden Park Farm was unable to get planning permission to develop a new classroom and shop, despite being a tenant of the local Council, so had to convert an existing feedstore for these purposes²³.

The rules also differ depending on the **size of the unit of land** involved; the smaller the unit the more control is applied, meaning that small-scale urban fringe agriculture is liable to greater controls than a large holding would be. As a rough guide the smaller the holding the more permissions are needed, and for holdings over 5 hectares (12.3 acres) there are far fewer restrictions (see Planning annex).

Organiclea experienced challenges with Hackney Council over planning permission for developments at the Hawkwood Nursery site, as the planners 'do not seem to understand the practical needs of community growing projects and market gardens'.

Where an application is required, **key considerations** will include the visual impact, traffic movements, parking, environmental implications, residential amenity impacts, the sustainability of the location, and the implications of the proposal upon the strategic planning aims of the local planning authority. In the urban fringe, the scale of the activity, unit size and nature of 'production' occurring on site will be the main issues. Polytunnels, for example, may require planning permission where a degree of permanence, size and/or physical attachment to the ground exists.

Essington Fruit Farm's farm shop was selling almost exclusively its own products and so didn't need planning permission. The tearoom was put up with planning consent on the condition that it was only for their own customers. However, they did need planning permission for the butchery extension. After an initial refusal this was eventually granted with the condition that two-thirds of the produce sold must be produced within a 30-mile (48-km) radius so that the proposal was seen to support the local economy.



The **planning policy context** for each case study shows that most, with the exception of Bristol and Sheffield, have no framework – for example, a Local Development Framework (LDF) – to promote and encourage food production in the urban fringe:

Case study	Abstracts from planning policy documents or local strategies
Whirlow Hall Farm	Sheffield City Council Although not in the LDF Core Strategy Sheffield does have a Food Plan, akin to that of Bristol.
Sims Hill	Bristol City Council LDF core strategy <i>"Green infrastructure will be built into new developments across the city, providing new opportunities for physical activity, sports, active play and food growing."</i> <i>"Space for local food production within the city: Allotments, grazing land, city farms and informal areas of green space create potential for local food production and community use. These types of green infrastructure can contribute to people's health and well being, provide education opportunities and can also be valuable for wildlife."</i>
Essington Fruit Farm	Wolverhampton City Council; part of the 'Black Country' core strategy Has no mention of food other than an anchor* retail store and access to fresh food. (*A major retail store used to drive business to smaller retailers)
Groveswood Farm Dairy	Birmingham City Council; Core strategy of the LDF <i>"Working with the NHS, the City Council will seek to ensure that Birmingham's population becomes healthier, with health outcomes approaching and reaching the England average. This will mean ensuring a sufficient supply of health premises but also the kind of city that makes being healthy a natural and easy choice."</i>
Glebelands City Growers	Trafford Council No overt food policy.
Unicorn Grocery	Manchester City Council: Local Development Framework Spatial Objective 04 <i>"Provide a network of distinctive, attractive and high quality centres, strengthening local identity, providing essential services close to homes and local access to healthy food."</i> <i>"Developments providing additional services and retail will be encouraged in the district centres. Particular emphasis will be given to development that helps to create distinctive local character."</i> The Plan is mostly concerned with returning food provision to the City Centre and matching demand for large format food stores.
Shabden Park Farm	Reigate and Banstead Borough Council Policies are presently being revised after consultation period; previous draft had no mention of food.
Organiclea	Waltham Forest Council Spatial Objective 13 <i>"Improve the health and well-being of Waltham Forest residents by positively influencing the wider and spatial determinants of health, such as physical activity, pollution and food choices".</i>



Building and engineering works are classed as 'development' and are controlled by the planning system. In many cases, planning permission is granted automatically, without the need for a full application, for new buildings that have an identified agricultural or horticultural use.

What concerns planners most are ancillary activities sometimes associated with the agricultural undertaking – for example production and processing activities, farm shops or farms open to the public – and the impacts they have on an area, in particular road access and transport issues, or concerns including noise, disturbance or waste management.

The Government published its draft National Planning Policy Framework (NPPF) in July 2011. This document consolidates existing policy into one short document. Its main thrust is to promote sustainable development and to make planning more 'local'. The Localism Act allows communities to produce their own 'neighbourhood plan'. This could in theory include a food strategy, such as recently produced in Plymouth, Bristol and Sheffield.

Whirlow Hall Farm has been inspired by the Sheffield Organic Food Initiative, which promotes and develops local organic food growing in and around the city. Also, they are interested in the idea of community growing projects, which offer local people access to fertile land, combined with mentoring from professional growers and chefs.

In working towards a Bristol food strategy, the 'Who Feeds Bristol' baseline analysis report sets a useful framework for the consideration and accommodation of projects such as Sims Hill CSA. It noted, for example, that allotments and city food growing projects could produce several thousand tonnes of produce worth several million pounds (as well as educational and environmental benefits), helping to reduce the city's food 'footprint'²⁴.

4.12 The Green Belt

All the businesses we have looked at are in areas of the urban fringe that are designated as Green Belt. There are 14 Green Belts across England, and they surround all the largest conurbations including London, Bristol, Greater Manchester, Merseyside, South and West Yorkshire and the West Midlands (see map, Section 3.1). Green Belt is a planning designation within which national policies apply. These policies are currently contained in Planning Policy Guidance note 2 Green Belts (PPG2, published 1995) but will be updated and replaced in 2012 by the new NPPF. The Government has stated its intention to maintain protection of the Green Belt in the final NPPF.

A recent survey by CPRE and Natural England (Green Belts: a greener future, February 2010) provides some useful indications as to the characteristics of urban fringe land. The survey focused on land designated as Green Belt but also compared the environmental attributes of Green Belts with 5-kilometre (3-mile) zones around all urban areas with 100,000 or more people and which did not have a Green Belt designation (including cities such as Leicester, Hull and Plymouth).

- In both cases around 75% of the overall land cover is of agricultural types such as arable or grassland.
- 66% of the Green Belt, and 70% of the comparator area, is recorded as farmland for EU subsidy purposes.



- 22%, or 2.9 million hectares (7.17 million acres), of all Grade 1 or 2 (the very best quality land) is in urban fringe areas, with just over half of this land designated as Green Belt. This is in direct proportion to the amount of England's land area that is covered by Green Belt or urban fringe land in the study.
- Compared to England as a whole (rather than the comparator area), holdings in the Green Belt are more fragmented and there is a greater prevalence of horse keeping and hobby farming.
- 18% of land is classed as neglected, and 37% 'diverging' (eroding or transforming).

The effect of Green Belt policy is to tighten controls over most forms of development, with an expectation that applications will not be granted unless 'very special circumstances' can be proved to outweigh the harm to the open character of the Green Belt. Agriculture is supported, however, as agricultural buildings are not classed as harmful to the Green Belt.

PPG2 also encourages the retention of land in agricultural or forestry use as a secondary policy 'objective' for how land should be used in the Green Belt, alongside wildlife conservation and public access. This 'objective' is strictly secondary to the main purpose of designating the Green Belt, to protect openness and prevent sprawl. The draft NPPF (paragraph 135) calls directly on local authorities to 'enhance the beneficial use of (land in) the Green Belt'. Beneficial uses of the land are equated with the PPG2 land use objectives. Agriculture, though not the other land uses such as biodiversity or access, has been excluded from the draft NPPF, however.

CPRE, Natural England and the National Farmers' Union have all called in their responses to the draft NPPF for agriculture and/or food production to be seen as a beneficial use of land in the Green Belt, and thereby something that local authorities should plan positively for. The foreword to the draft NPPF by the Minister for Planning, Greg Clark MP, also calls for Green Belt land 'to be refilled by nature – and opened to people to experience it, to the benefit of body and soul'.

Areas of **high-quality agricultural land** in the urban fringe have the greatest potential to contribute to supplying food to cities; the problem is that it is not well-protected, nor is its distribution well-mapped. Whilst Defra must be consulted where there is potential loss of Grade 1, 2 or 3a agricultural land, there is currently no statutory mechanism to safeguard our most fertile and productive land. However, in May 2011, Laura Sandys MP introduced a private member's bill concerning the protection of Grade 1 agricultural land, suggesting that policy makers might be starting to consider the protection of this scarce and important environmental and economic resource.



5 Summary

To simplify our findings, the following two tables define: first, some of the common barriers and issues for food business development in the urban fringe and the creative responses which we have observed; and second, the specific constraints and opportunities and for different kinds of food business.

Generic issues for all enterprises:

Issue	Creative response
location – within the proximity of large populations and nearby marketplaces	<ul style="list-style-type: none"> ■ selling the provenance 'story' – based on the interest in local [and/or organic] produce for the ethical marketplace ■ creating a loyal local customer base, by offering a range of products and services and creating a 'destination' ■ taking the opportunity to attract volunteers to the site ■ enabling efficient doorstep deliveries
competition for land use, and cost to buy or rent	<ul style="list-style-type: none"> ■ working closely with local authorities, especially where there is political will to enable urban fringe food business and community food projects ■ working with other sympathetic landowners such as The National Trust, to enable access to land for production, sometimes in small plots, with good security of tenure ■ identifying available land for food production using tools such as 'Landshare', and the support of agencies or Trusts with this objective ■ opportunity to take up temporary land tenure on sites where there is hope for future development permissions
planning constraints, especially in Green Belt	<ul style="list-style-type: none"> ■ noting the presumption to allow agricultural development, but the constraints imposed on built development [in particular] for activities which are not wholly related to agricultural production ■ local authority strategy development to ensure future food security by encouraging local food production and enabling supply chain infrastructure for small producers, or making land available ■ mapping high quality agricultural land so that this is protected for food production if possible ■ conversion and re-use of existing building for diversified business activity, sometimes with legitimate constraints due to heritage considerations ■ farm shops are more likely to receive permission, or may have conditions imposed to sell a large proportion of local produce ■ proximity to markets can allow efficient direct deliveries ■ local food distribution hubs can enable smaller producers to access multiple buyers efficiently ■ increased traffic movements to sites inviting visitors may run into highways restrictions or conditions
transport and site access collaboration	<ul style="list-style-type: none"> ■ enhanced and mutually supportive opportunities for network development with nearby distributors, wholesalers, other producers and processors ■ enhanced opportunity for CSA development drawing urban dwellers into the urban fringe production zone ■ diversification opportunity to compost municipal green waste

Specific constraints and opportunities by enterprise type:

By product:	Constraints	Opportunities
Horticultural	<ul style="list-style-type: none"> ■ access to good quality land for production ■ price of land to buy or rent ■ length of tenure, especially for top fruit ■ size of holding to allow adequate turnover ■ planning permission may be required for polytunnels, packhouses and other infrastructure (especially where there may be cumulative impacts) 	<ul style="list-style-type: none"> ■ freshness of product delivered to nearby urban marketplaces ■ interest by urban populations in volunteering ■ use of small areas of land for community or part-time growers, such as orchards
Livestock	<ul style="list-style-type: none"> ■ size of holding to allow rotation of grazing ■ 'worrying' of animals by dogs 	<ul style="list-style-type: none"> ■ link between conservation objectives and grazing regimes, especially with special breeds ■ rare breeds for visitor interest and product differentiation
Dairy	<ul style="list-style-type: none"> ■ planning constraints on new processing units 	<ul style="list-style-type: none"> ■ proximity to doorstep marketplace ■ selling related products such as eggs on milk round
Processing	<ul style="list-style-type: none"> ■ planning constraints on new processing units 	<ul style="list-style-type: none"> ■ nearby access to retail and catering customers ■ using local produce from others nearby as core ingredients ■ making productive use of redundant buildings
By related activity:	Constraints	Opportunities
Recreation and farm visits	<ul style="list-style-type: none"> ■ planning constraints on new non-agricultural development ■ traffic implications may affect planning permission ■ food hygiene and potential disease transmission 	<ul style="list-style-type: none"> ■ attracting visitors to the site, who then become customers for farm products ■ diversified income generation, for example by creating a farm shop and café, farmers' market or animal petting centre
Conservation	<ul style="list-style-type: none"> ■ needs to be properly integrated and reconciled with productive output 	<ul style="list-style-type: none"> ■ attracting visitors and volunteers to the site ■ building support for the enterprise by satisfying ethical consumer aspirations ■ meat or dairy product differentiation – adding value through the conservation-focused production process ■ more easily meeting organic, LEAF or other higher quality standards

continued



By related activity cont:	Constraints	Opportunities
Education	<ul style="list-style-type: none"> ■ planning constraints on new non-agricultural development ■ traffic implications may affect planning permission 	<ul style="list-style-type: none"> ■ site visits to see farm and environmental features, by schools or individuals, as potential income generator ■ link to promotional opportunity for product sales
Social care	<ul style="list-style-type: none"> ■ planning constraints on new non-agricultural development ■ traffic implications may affect planning permission 	<ul style="list-style-type: none"> ■ paid service provision to offer employment or therapeutic occupation for disabled and disadvantaged adults and children
By business type:	Constraints	Opportunities
Family farm or tenancy	<ul style="list-style-type: none"> ■ security of tenancy 	<ul style="list-style-type: none"> ■ direct sales opportunities in local urban area ■ potential to engage directly with large customer base
Community enterprise	<ul style="list-style-type: none"> ■ access to land for production ■ identifying farming partner for CSA project ■ raising start-up finance 	<ul style="list-style-type: none"> ■ close links with local community – as customers, supporters, marketers and volunteers ■ raising finance through community share or loanstock scheme promoted to local population
Co-operative		<ul style="list-style-type: none"> ■ clusters of potential co-workers and community enterprise members ■ collaboration with like-minded enterprises and customers
Charity		<ul style="list-style-type: none"> ■ sponsorship and support by corporations located in adjacent urban area
By scale:	Constraints	Opportunities
Micro enterprises and small sites	<ul style="list-style-type: none"> ■ identifying sites to rent or buy 	<ul style="list-style-type: none"> ■ more intensive production of higher value goods (for example in polytunnels) ■ occupying pockets of land overlooked by larger landowners for useful production
Larger holdings	<ul style="list-style-type: none"> ■ greater likelihood of land holding being piecemeal, and limited opportunity for expansion 	<ul style="list-style-type: none"> ■ space to diversify including retail and leisure activities



6 Enterprise tips and suggestions

For existing farm enterprises, or those who are considering setting up new production enterprises in the urban fringe, we can therefore draw a number of practical lessons and tips in respect of the land resource, associated planning issues, market opportunities in the 'ethical' sector and the benefit of collaboration.

Access to land for production

- for those seeking land for production, identify land held by local authorities and other sympathetic landowners and approach them with a view to negotiating to either rent the land or work with the tenant farmer, especially where this may help meet local targets for sustainable development
- available land might also be found by investigating opportunities promoted by Landshare and similar support organisations
- seek tenure agreements which are adequate to allow establishment of profitable production (for example, an orchard needs several years to begin to be productive)
- identify areas of Grade 1 and Grade 2 land, and other potentially productive land, for which there is a strong argument for enabling food production rather than other land uses
- do not overlook small sites which might offer profitable enterprise opportunities if intensively managed for high-value products.

Managing the land

- land which has, or could have, nature conservation value, could offer some unique benefits, both directly for income generation – for example from Natural England – and as an opportunity to raise rare breed animals grazed on the natural swards, which can be sold at a higher price
- where the land is managed under organic, LEAF or other high-quality standards, the agricultural system will be less dependent on external inputs such as fertiliser, and therefore potentially less vulnerable to future price rises or supply uncertainties, as well as meeting demand for certified goods and offering a better price for the products
- where possible plan the site so that visitors to the farm can be accommodated – for example offering safe and dry walking routes
- providing good parking facilities is important if the business will rely on visitors.



Buildings and planning issues

- creating or converting buildings for uses which are wholly related to agricultural activity should not present planning problems, although planners may be wary of future alternative uses
- however, where new uses are proposed or where there may be adverse visual impact [particularly for nearby properties] planning permission may be required, even for structures such as polytunnels
- the impact of attracting visitors may raise highways issues, which could be a barrier to planning permission.

Direct sales and developing a strong customer relationship

- where possible and where it does not impose additional costs that make it unviable, direct sales to consumers and to buyers such as restaurants have been the key to business success for many small producers
- farmers' markets can be a great outlet, shop window and testing ground, but for some the cost of attendance and sales levels make it unviable
- the proximity of large numbers of potential buyers is perhaps the single most evident advantage of an urban fringe location
- promotional activity must be professionally planned and executed, but need not cost a lot, for example through the use of social media platforms
- keeping and maintaining the customer database must be done in several ways – through newsletters, events and open days, and sales offers
- online sales or ordering may attract new customers and make new sales easy, whether fulfilled via mail order or by people collecting.

Meeting ethical values

- recognising that the ethical marketplace has continued to grow, even in recession
- exploring how sustainable business can be good business, for example by:
 - minimising energy needs, saving costs and protecting against future fuel price rises
 - minimising waste management costs and spending less on packaging
 - creating a transparent business model and communicating one's green credentials to customers
 - integrating with and offering diverse benefits to the local community; doing more for them than just selling food, so that loyalty is built.



Diversification

- one of the key messages is to diversify; this can take a number of forms, from farm shops and cafés to farm visits, educational and conservation programmes, and day care for disadvantaged people
- overall business turnover may be less vulnerable where there are several income streams, and one activity may support another, for example farm visitors buying products as they leave.

Collaboration

- there may be many opportunities to collaborate with nearby businesses, at different stages of the food system, for example:
 - with other producers on market development and distribution
 - with other producers to provide input ingredients such as unprocessed meat or vegetables, or animal feed
 - with distributors and wholesalers, particularly where they can pick up your produce without too much of a detour
 - with buyers, for example through helping plan with them to offer their customers a unique service
 - with other food businesses to help manage waste streams, for example for green waste composting
- consumers can be approached as part of the business – inviting feedback and direct involvement, for example by volunteering.



7 Recommendations:

Support needed to increase sustainable food production in the urban fringe

Whilst the most innovative businesses and community enterprises will find ways to succeed, food from the urban fringe will only become a more significant future reality if a range of public and private bodies is pro-active in enabling this growth.

The Government could review the final NPPF to encourage local planning authorities to actively seek and promote opportunities to encourage sustainable agriculture (including the production of food for local markets) in the urban fringe and Green Belt. This would be consistent with the primary purposes of the Green Belt of keeping land open to prevent urban sprawl. The Government could also actively seek to safeguard the best quality agricultural land for food production.

Local planning authorities could develop food strategies, policies and action plans as a few cities have done already and seek to enable local food supply networks as part of their Local Development Framework. This would enable them to look favourably on planning applications for well-designed developments and infrastructure projects that support the growth of short supply chain enterprises. This in turn would promote an increase in food production for local markets.

Landowners who are exploring diverse income generation models could work with other agencies and NGOs to identify and enable increased use of land for food production, through suitable tenancy schemes for new entrants, farm expansion and diversification, and community food enterprises. Corporate landowners and those such as Local Authorities, Network Rail and universities could investigate their role in providing land for food production in the urban fringe.

Food and farming organisations, community development and support agencies will continue to: facilitate access to land for new entrants; support diversification; create new direct marketplace opportunities; improve community access to fresh, healthy food; support the development of new infrastructure to generate short supply chain activity in production, marketing and distribution.



Organisations providing business support and mentoring could focus on fostering collaboration and increased mutuality between producers, wholesalers and retailers, and reinforce the existing networks between food producers and food outlets in the urban fringe and nearby urban areas. The development of local food wholesale hubs that provide efficient marketing and distribution into the urban marketplace, especially for smaller producers, is perhaps of particular importance for urban fringe producers.

Government and relevant NGOs could also support the development of **networking and information-sharing hubs** to disseminate good practice between food enterprises and their support organisations regionally and UK-wide. This might build on the networks already created under the Big Lottery Fund programmes (in the community enterprise sector); whilst organisations supporting the local food sector could actively promote communication and joint learning in the private sector.

Food and farming businesses in the urban fringe should explore the opportunities to deliver a range of community, educational and environmental activities in a way that supports their food production activity, and satisfies the multiple needs of their customers and local community.



8 Annex 1:

Planning Policy and the Green Belt

Planning policy – purpose and role in the urban fringe

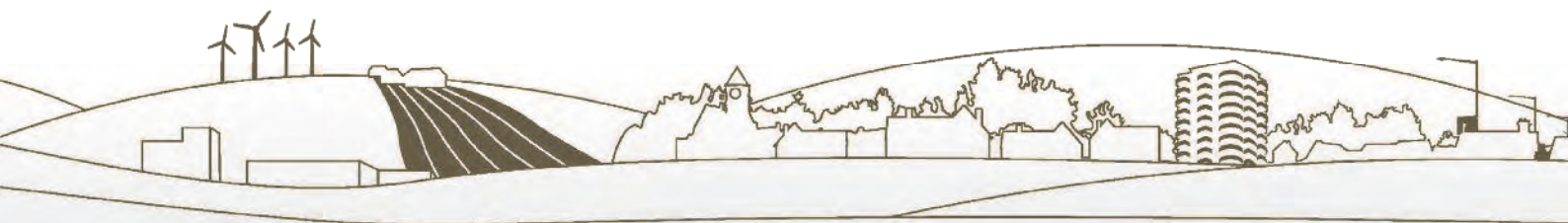
Planning permission is often not needed for the agricultural use of land, but in many cases associated buildings and activities will require permission. Guidance on how to deal with applications for such changes comes principally from planning policy. In planning policy the countryside is taken as being the open land that separates cities, towns and villages – it therefore includes the rural–urban fringe.

At a national level the Government is keen to ensure that development is sustainable, and key to that is accessibility (PPS1). It is also a stated aim of the Government to preserve the countryside for the sake of its intrinsic beauty, wildlife and natural resources (PPS7), although this must now be seen in the light of the most current review of government planning framework (see below). These objectives do not stand in the way of food production per se, but statutory designations of land as a Green Belt, an Area of Outstanding Natural Beauty (AONB), a National Park, or one of a variety of other designations to protect landscape, flora and fauna can have an impact on the way planners view proposals for development.

Of these designations, Green Belt is perhaps the most misunderstood. The term does not relate to all land around urban areas, only to land specifically designated as such. This will be identifiable from the local plan. On Green Belt land development is very strictly controlled. One of the specific objectives of national Green Belt policy is to keep land in agricultural use, although this may change if the New Planning Policy Framework goes through in its current form. Below national level, the detail of planning policy is given in a local plan, known as a Local Development Framework (LDF), produced by the local planning authority. These plans define the boundaries of settlements (the city limits) and designate land inside them for particular uses. Outside (and inside) settlements there is normally an assumption that agricultural use of land is acceptable unless otherwise stated. This would normally include the use of land as small-scale holdings for food production and allotments, as well as large units of production. Such policies can differ from authority to authority, so it is important for those planning changes to understand their local policy context. Inside the settlement boundary, policy is generally more explicit.

The law and ‘development’ management

The planning system is enshrined in law. Acts and orders, together with decisions made in the courts, provide the basis for decisions on how land and buildings can be used. The principal act in force is the Town and Country Planning Act 1990.



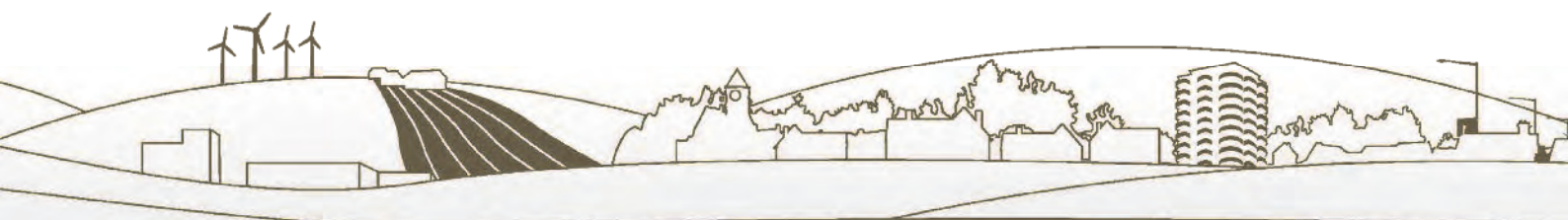
There are some key definitions and points about this Act to keep in mind when thinking about urban fringe food production:

- a. It is a fundamental legal requirement of this Act that planning permission is needed for 'development' (s57) and that 'development' (putting it simply) includes any building or engineering works, or any significant change in the way a building or land is used.
- b. There is a legal definition of the term 'agriculture'. This has important implications. Section 336(1) provides that agriculture includes:
 - Horticulture
 - Fruit growing
 - Seed growing
 - Dairy farming
 - Breeding and keeping livestock
 - Use of land for grazing
 - Meadow land
 - Market gardens and nurseries
 - Woodlands where ancillary to another agricultural purpose.
- c. Section 55 (2)(e) of the same Act confirms that: "the use of any land for the purposes of agriculture or forestry (including afforestation) and the use for any of those purposes of any building occupied together with land so used" is not 'development' and therefore may be undertaken without planning permission.
- d. Significantly, the definitions in S336 and S55 only refer to 'uses' – they do not mention any new building activity or engineering operations as being outside the definition of development.
- e. Changes beyond the definitions above, such as building/engineering works, the introduction of new uses outside of the definition, or significant activities associated with food processing and product production are likely to be 'development' and require permission of some form. Production and processing activities could be defined as non-agricultural and as such would be faced with a different, and potentially more challenging, policy landscape. If indeed 'development' is proposed then planning permission is always required.

Depending on the nature of the development, proposed permission may be required through a formal planning application process via the local planning authority, or it may be through a system known as permitted development. The latter removes the need for a formal application to be submitted, but the rules can be very complicated to interpret and the local planning authority can advise on which route to follow in any particular case.

'Permitted development'

'Permitted development' still constitutes development, but instead of applying to the local planning authority planning permission is effectively granted in advance by central government, so bypassing the need to apply to the local planning authority. (The rules on what development can take advantage of this system are set out in the General Permitted Development Order (GPDO). When it comes to food production, the permitted development



rules distinguish between activity occurring within a residential curtilage (see below) and on agricultural land. Furthermore, rules differentiate between agriculture for 'trade or business' and what is termed as activity 'incidental to the enjoyment of the dwellinghouse'.

The rules also differ depending on the size of the unit of land involved; the smaller the unit the more control is applied, meaning that small-scale urban fringe agriculture is liable to greater controls than a large holding would be. It is important to understand how the 'permitted development' impacts on different sizes of holdings. As a rough guide the smaller the holding the more permissions are needed, but for holdings over 5 hectares (12.3 acres) there are far fewer restrictions.

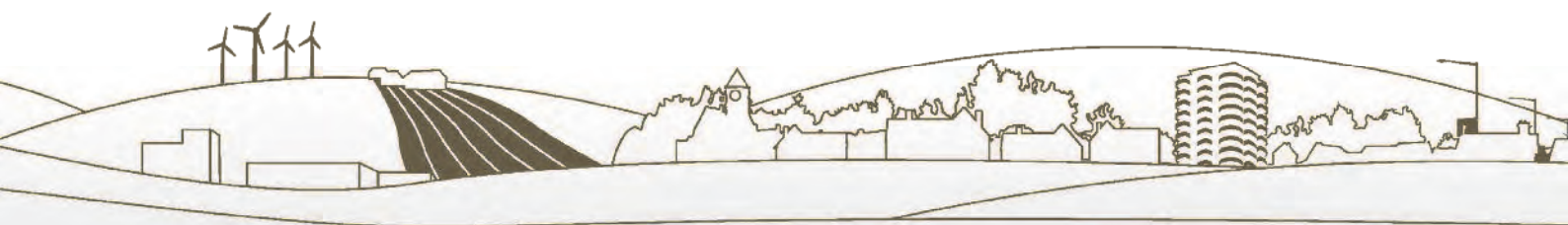
Express permission

Where permitted development rights do not exist or extend, express planning permission will be required from the local planning authority for any development. This can be quite an involved process, but planning policy is generally supportive of development wholly associated with the agricultural use of land. Wider uses, including business or commercial activities, can face a more challenging policy context, especially in a protected area such as green belts or ANOBs.

Where planning permission is required, the question being asked is one of impact. What impact will the proposed development have on the surrounding area? Key considerations will include the visual impact, traffic movements, parking, environmental implications, residential amenity impacts, the sustainability of the location, and the implications of the proposal upon the strategic planning aims of the local planning authority. In the case of the peri-urban space, the scale of the activity, unit size, and nature of 'production' occurring on site will be key. The use of land for food production will be low impact in some instances, but proposed associated activity (e.g. farm shops or on-site production activity) could lead to a proliferation of buildings, unsustainable travel habits, excessive vehicle movements, amenity implications and adverse impacts resulting from the processing and distribution of food. Certain activities will also have growing requirements that are inappropriate in certain locations. Polytunnels, for example, may require planning permission where a degree of permanence, size and/or physical attachment to the ground exists. Such developments can be controversial and undesirable due to their visual impact and may be resisted. Locations in visually sensitive landscapes are particularly difficult to manage and the introduction of new buildings, polytunnels, hardstandings and so forth can be challenging. Whilst planning policy will typically be supportive of the use of land for agricultural purposes, the importance of strategic management of the space will be significant to ensure that the use of land for food production is undertaken in a sustainable manner, minimising the impact upon the amenities of the locality.

Conditions

The approval of planning permission is not the final word as far as planning is concerned. Almost all permissions have conditions attached to them. Conditions are a management tool used to ensure the appropriate construction of, and long-term use of, the development. In relation to agriculture, in the peri-urban space conditions are likely to be significant in the context of farm diversification, for example, as discussed in the case studies detailed in this report.



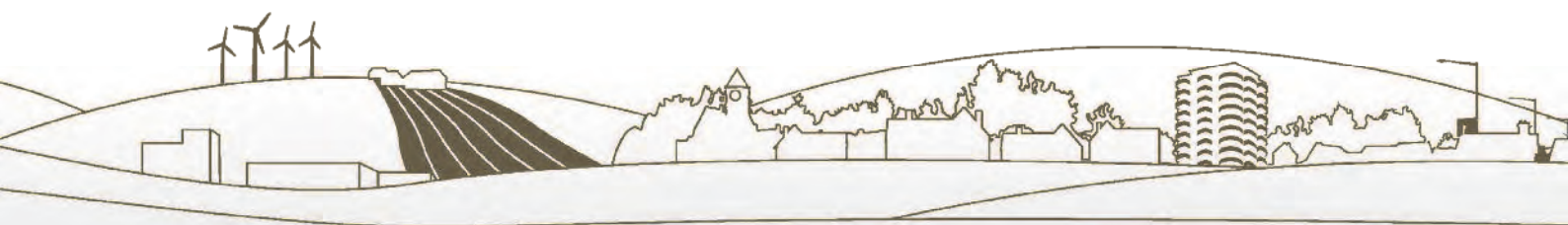
Intensification and diversification

A final matter to consider is the concept of 'intensification', which we qualify to mean producing more food using environmentally sustainable methods. Agricultural holdings used for food production may need to diversify to remain financially viable. The introduction of a 'maize maze', farm shop or 'farm zoo' for instance may be considered ancillary to the main agricultural activity and thus not require planning permission. This will be dependent upon the scale of activity, however, and an 'extra' activity which reaches a certain level of threshold of use will require planning permission.

The future of planning

The Government has recently published its draft National Planning Policy Framework (NPPF). This document consolidates existing policy into one short document. Its main thrust is to promote sustainable development and to make planning more 'local'. A key component of this localism agenda is that communities would be able to produce their own 'neighbourhood plan'. The Localism Act implies that those communities wishing to see more small-scale and local food production might be able to express this desire positively in a policy document. Whilst such policy would not be able to go counter to anything from local or national government it could be a clear manifesto of a community's desire.

It may well be that in pursuit of a more local agenda some communities feel that they can include 'exclusion policies' in their neighbourhood plan. Such policies would, for example, seek to restrict the introduction of large supermarkets or smaller 'express' supermarkets into an area. And it might well be that keeping food production local would be cited by the community as a reason for such an approach. It remains to be seen how that would be viewed by Government (who would have to approve such plans) and supermarkets (who would inevitably challenge them) but past experience suggests that attempting to control activity, not because of the activity (food retail) per se but because of who is carrying it out, is not easily achieved. More positively local and neighbourhood plans can incorporate specific proposals for alternative or direct methods of selling food such as farmers' markets and the like. This is generally supported by government and the planning system and plays a vital part in developing a culture of 'local' in the understanding of food production.

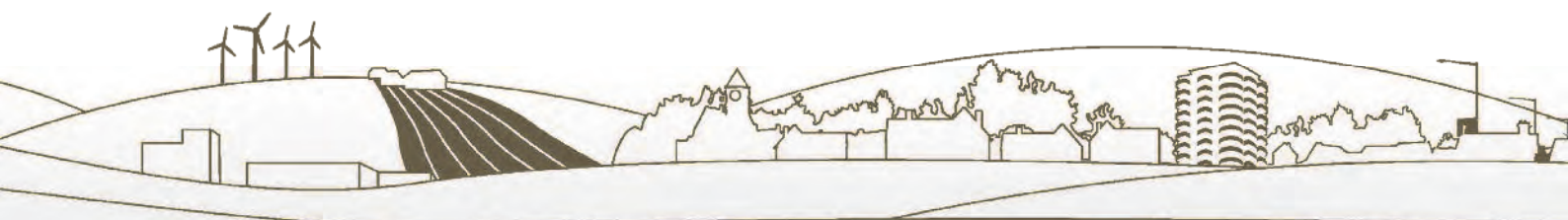


9 Annex 2:

References

9.1 Main report

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- ² The Soil Association (2009). "Organic Market Report 2009." From <http://www.soilassociation.org/Businesses/Marketinformation/tabid/116/Default.aspx>.
- ³ For example, in 'Who Feeds Bristol', Joy Carey 2011
- ⁴ "Support for local food doubles in five years", article in 'Institute of Grocery Distribution' journal, Feb 2010 (see page 9). When asked about food they have specifically purchased over the last month, 30% of shoppers said 'locally produced food' (up from 15% in 2006).
- ⁵ IGD ShopperTrack research 2011
- ⁶ See Tregear's discussion of Michael Winter's theory of 'defensive localism'. Tregear, A. "Progressing knowledge in alternative and local food networks: Critical reflections and a research agenda." Journal of Rural Studies (in press).
- ⁷ The impact of community supported agriculture: Final report – Provenance's evaluation for the Soil Association's project to support CSA, part of the Making Local Food Work programme, 2011.
- ⁸ A group of producers in East Sussex share van space for delivery of their products to London restaurants from research by f3: Bodiam Food Hub, a feasibility study for SEEDA, April 2008
- ⁹ For example, Somerset Local Food Direct which grew from the producers' association running farmers' markets in the county.
- ¹⁰ E.g. Failures of Moorsfresh and Fresher by Miles.
- ¹¹ <http://publicassets.communities.gov.uk>
- ¹² www.telegraph.co.uk/news/politics/8683011/Councils-urged-to-sell-off-billions-of-pounds-of-assets-to-save-money.html
- ¹³ Illbery, B. and Maye, D. (2011) Clustering and the spatial distribution of organic farming in England and Wales. Area, 43, 31-41.



- ¹⁴ For example, Somerset Land for Food, the Land Settlement Association, the Ecological Land Bank. The FCFCG in August 2011 also announced the establishment of the Community Land Advisory Service that aims to facilitate access to land for use by community gardening and food growing groups across the UK. See the Landshare project (www.landshare.net).
- ¹⁵ The Isle of Anglesey County Council, which will shortly have to sell some of its 6,000-acre estate, aims to create a “vibrant smallholdings estate which will help young farmers enter the agricultural industry and manage their own commercial farming units”
- ¹⁶ FCFCG and Locality have been developing the idea of ‘Meanwhile’ leases see www.farmgarden.org.uk/home/local-food-project/growing-trends/meanwhile-gardening
- ¹⁷ For example, ‘vertical farming’ hydroponics systems
- ¹⁸ Landshare www.landshare.net
- ¹⁹ The feasibility study for Riverside Market Garden indicated that 10 acres would be the minimum site area, to cover overheads including a full-time grower
- ²⁰ Ecological Land Cooperative 2011. *Small is Successful: creating sustainable livelihoods on 10 acres or less*. Ecological Land Cooperative, London.
- ²¹ The impact of community supported agriculture: Final report – Provenance’s evaluation for the Soil Association’s project to support CSA, part of the Making Local Food Work programme, 2011.
- ²² In recent years there has been an increase in production of ‘micro’ salads and leaves. Butterville Farm and its ‘Funky Leaves’ brand is one such example (www.butterville.com/funky/)
- ²³ White, H. and S. Natelson (2011). ‘Good planning for good food: How the planning system in England can support healthy and sustainable food’. London, Sustain.
- ²⁴ Carey, J. (2011). *Who Feeds Bristol? Towards a resilient food plan*, Bristol Partnership.

9.2 Planning Annex references

- ⁱ <http://www.communities.gov.uk/publications/planningandbuilding/planningpolicystatement1>
- ⁱⁱ <http://www.communities.gov.uk/publications/planningandbuilding/pps7>
- ⁱⁱⁱ Details on this can be found in Planning Policy Guidance
<http://www.communities.gov.uk/documents/planningandbuilding/pdf/155499.pdf>
- ^{iv} <http://www.legislation.gov.uk/ukpga/1990/8/contents> (as amended)
- ^v <http://www.legislation.gov.uk/uksi/1995/418/contents/made>

