

Growing for well-being, sustaining social impact

Food at the heart of the community

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“If you eat, you’re in”

Recognising what contributes to health and well-being

- Absence of acute dangers (traffic, fire, violence)
- Sanitary environments (clean air and ground)
- Absence of acute nuisance (loud noise, smell)
- Opportunities for physical activity and connection: recreation and transport (walking, cycling)

Addressing problems is the founding principle of the system that decides what gets built

What opportunities do we have?

- “Five ways”: a framework for recognition (New Economics Foundation)
 - Be active
 - Take notice
 - Give
 - Learn
 - Connect









TRICEPS

FOREARM

CHEST



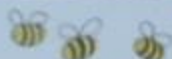
BICEPS

LEGS

BACK

SHOULDERS

This area is planted and looked after by



Incredible Edible
Dumfries

Get involved...

- With growing fruit, vegetables and herbs around the town.
- Help yourself to the produce when it is ready. (Just remember to wash it before eating and do leave some for others to enjoy.)

For more information about what we do and how you can get involved, contact:

ie.dumfries@incredibleedible.org.uk

www.incredibleedible.org.uk

[Facebook Incredible Edible Dumfries](https://www.facebook.com/incredibleedibleDumfries)

Growing food to share in Dumfries







Incredible
Edible

Dumfries

In this garden
you will find:

- A door that will lead you to the land of fairies
- Clover and wild flowers to feed bees and butterflies (who are best friends with the fairies)
- Oregano and marjoram to make soups tasty



Our celebration of public space makes us think of the spectacular



Food can be a route to engagement in ‘the everyday’

“Food attracts people who attract more people”

Lessons from Incredible Edible

- **Grow food in public**
 - “We have a presence at everything that goes on in the community”
- **Respond to the local context**
 - “The fact that a local context exists is as important as what that context is. Even if the context was identical, people don't want to hear that their own situation is generic.”
- **Emphasise community and education**
 - “People get less sceptical when they realise it's not about feeding the whole town”
- **Seek unlikely allies to get things done**
 - “We're everyone's best friend”
- **Cultivate support from those in power if you can**
- **Keep it impulsive so people stay interested**
 - “People are attracted to the idea of anarchy, that we don't ask permission”
- **Different circumstances call for different kinds of organisation**
 - *ie already lots of projects acting with little knowledge of one another; the need identified was for a structure that would bring them together and help them amplify their impact*

Figure 6: Some areas have stronger social networks than others

Figure 6 key:

Housing shapes

○ No status/ 'Other'

□ Council

△ Home owner

▣ Private renter

Occupational colours

■ Employed

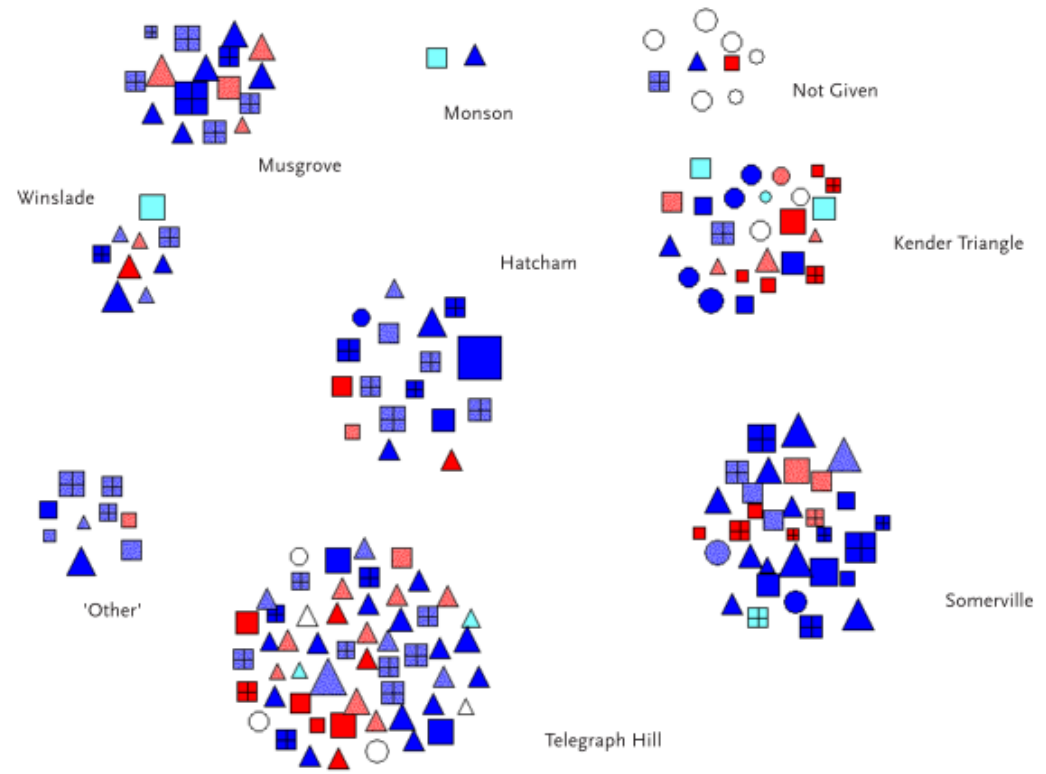
■ Student

■ 'Other' occupation

■ Retired

■ Unemployed

□ No status given



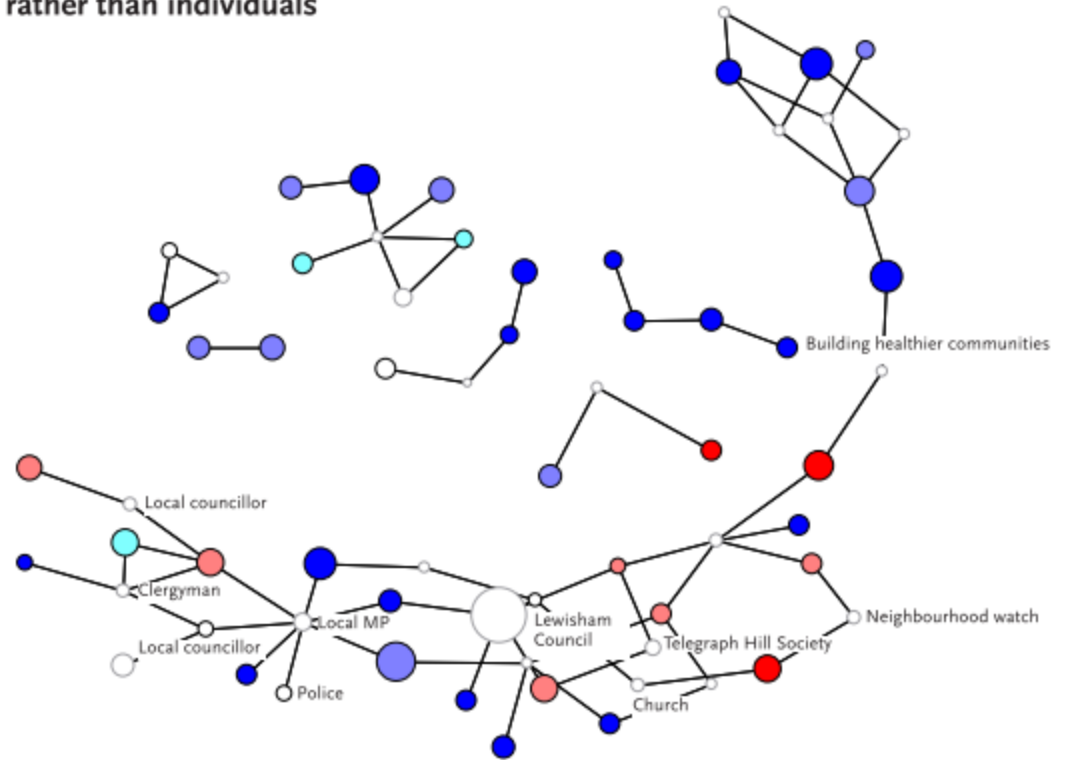
RSA

21st century enlightenment

Figure 4: People who have a connection to local influence despite being unemployed or retired are more likely to have a connection with institutions rather than individuals

Figure 4 key:

- Employed
- Student
- 'Other' occupation
- Retired
- Unemployed
- No status given
- Named individual, institution or organisation



RSA

21st century enlightenment

Interventions for inclusion

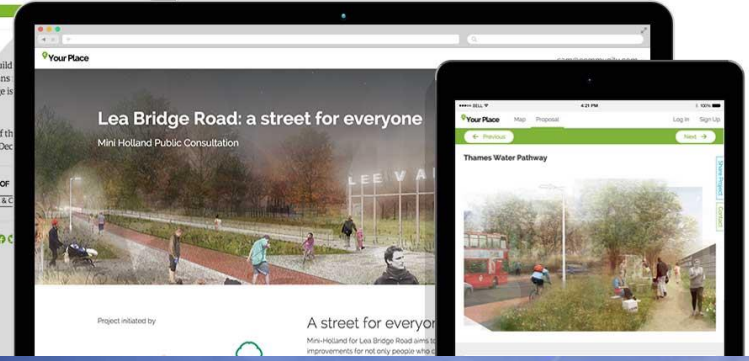
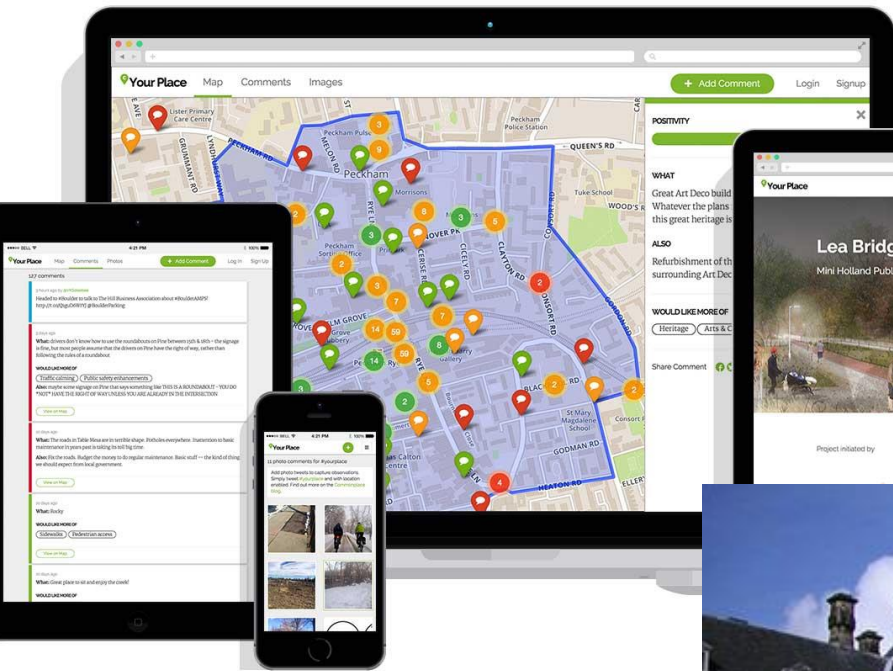
- Playful space
- Political space
- Learning space

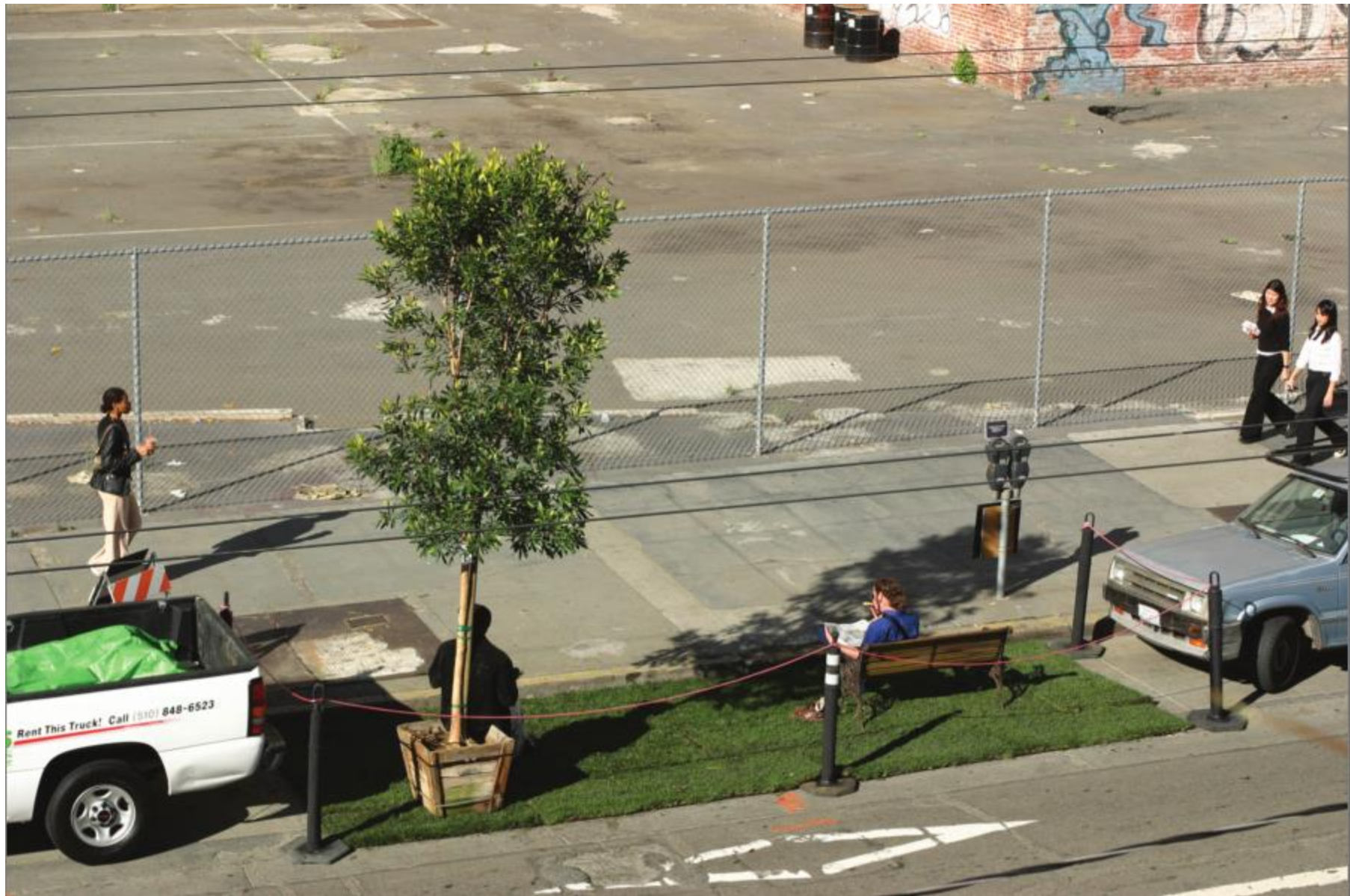


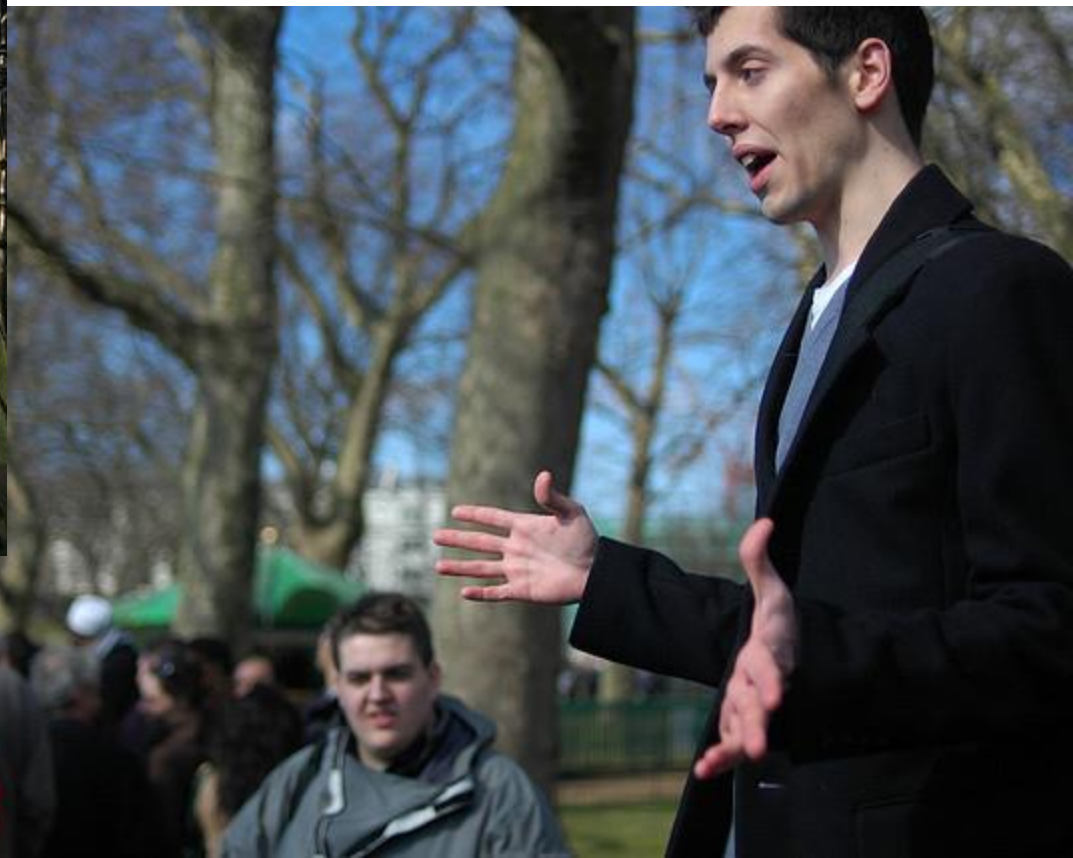
“Children are a kind of indicator species. If we can build a successful city for children, we will have a successful city for all people.”

Enrique Peñalosa, former Mayor of Bogotá, Colombia









AL GREEN

**A little patience
won't hurt you**

Last year: 1 fatality and 1,968 injuries
due to rushing or lack of attention on
stairs and escalators.

Take care on the Underground



MAYOR OF LONDON

Transport for London





Measuring what matters

Common outcomes

- **Community connections:** People get involved in activities in their local community they get to know new people and strengthen their connections with existing people better.
- **Community leadership:** People take action and initiative to conceive, design and lead activities, this provides additional opportunities for community connections to be made.
- **Local learning:** If people are inspired to learn new things about the food system - how a place feeds itself - they will be more engaged with the social and economic circumstances around the food system and the factors that make change possible and others that present challenges to overcome.

Through the participatory nature of the programme, people pass on what they learn to others. This develops **transferable skills**, include critical thinking, while sharing knowledge can increase **self-confidence** and **change perceptions** of the ways in which learning can happen.

Explore your impact

Need

- What is the reason that people are taking action?
- What is already being done about this?
- What is the main motivation for people to get involved? Are there other factors?

Input

- What are the resources being put to work?
- How many people are working on addressing this need?
- How many young people under 18?
- How many people who are retired or grandparents?
- How many people will be taking part in a community activity for the first time in over a year?
- How many hours are they spending, each, on average?

Activity

- What are people doing? Where?
- How many people?
- What proportion knew each other before?
- What proportion had worked together on this kind of project before?
- How long will the activity last?
- How long to finish the activity?
- How long will it last before activity needs to be repeated?
- What was going on before which helps or hinders this activity?
- Why did you think the activity was organised in the way it was?
- What worked particularly well?
- What could have worked better?

Explore your impact

What is the best way of showing that the activity took place?

Have other organisations changed their activities because of what your group has done?

How have **the people involved** in the activity been affected?

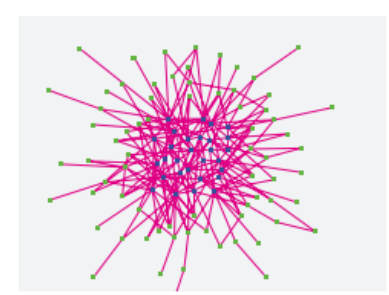
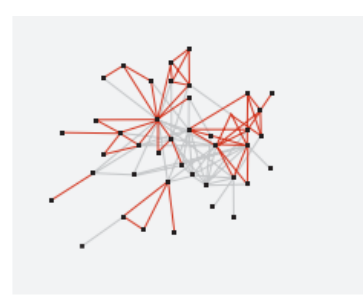
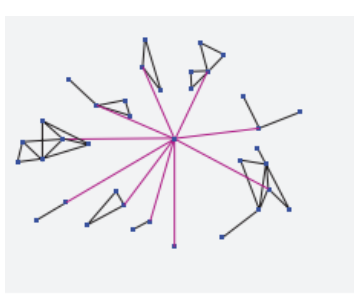
- Through physical activity
- Meeting new people
- Learning new things about their place
- Learning new things about the growing and eating food
- Developing business skills

How have **others** been affected as a result of the activity?

- A more attractive environment
- Learning new things about their place
- Learning new things about the growing and eating food
- A different business offer locally

People become **entrepreneurial** through seeking ways to make their projects pay for themselves, generating an income, they develop a better **understanding the business environment** which many organisations operate in, as part of the system of how a place feeds itself.

In the most transformational examples, Incredible Edible participants will **start their own business** as well as making choices to **support other local businesses**.



Name

Email address	<input type="text"/>
Age	<input type="text"/>
Home postcode	<input type="text"/>
Date of first contact with community group	<input type="text"/>
Date took part in first activity with community group (if applicable)	<input type="text"/>
Date of first activity which I helped organise (if applicable)	<input type="text"/>
People I knew before I had contact with the group	<input type="text"/>
People I know now through participating	<input type="text"/>
People I introduced to the group	<input type="text"/>
How many hours have you spent participating in group activities in the last three months?	<input type="text"/>

Benefits of mapping your network

A range of evidence shows that the scale and nature of community connections are critical to achieving a wider range of desirable social and economic outcomes for a community.

- **Managing communications:** half of this stuff groups will be doing anyway
- **Smoothing transitions:** when group leaders exit or enter, better records on 'who's who' reduce the friction
- **Evaluating progress and participation**
- **Diagnosing hotspots and pinchpoints:** through analysing data, patterns and trends can be found.
- **Communicating impact:** Through visualising changes in the community network can help attract funding, support and recognition from other organisations.

Inspiring changes...

- Group leaders and organisers could benefit from understanding the types of ways in which people succeed in bringing in new people in to participate – such as through school, work or family relationships.
- New members may sign up and take part in an activity but do not report making any new connections; a group could then act to ensure that the activity was being structured in a way to integrate new members and introduce them to existing members.
- Data may reveal that very few people who participate in one activity rarely take part in any other activities organised by the group. The leaders of that activity could be given promotional materials to distribute which explained the wider range of activities organised locally.



What did we learn?

For voluntary groups

- Small projects can benefit from teaming up with others trying to achieve similar objectives to pool resources for evaluation and measurement.
- Despising structure and having a hands-on focus is a good way to bring people in, but by recording achievements, others will be better able to find inspiration and replicate.

What did we learn?

For businesses

- There is increasing consumer demand for locally-produced products. Bringing local community groups into supply chain could be a unique selling point.
- Using spare land on your premises for growing food, with the involvement of local groups, can prevent environmental deterioration, improve staff morale and community relations, providing a differentiator for recruitment and marketing.

What did we learn?

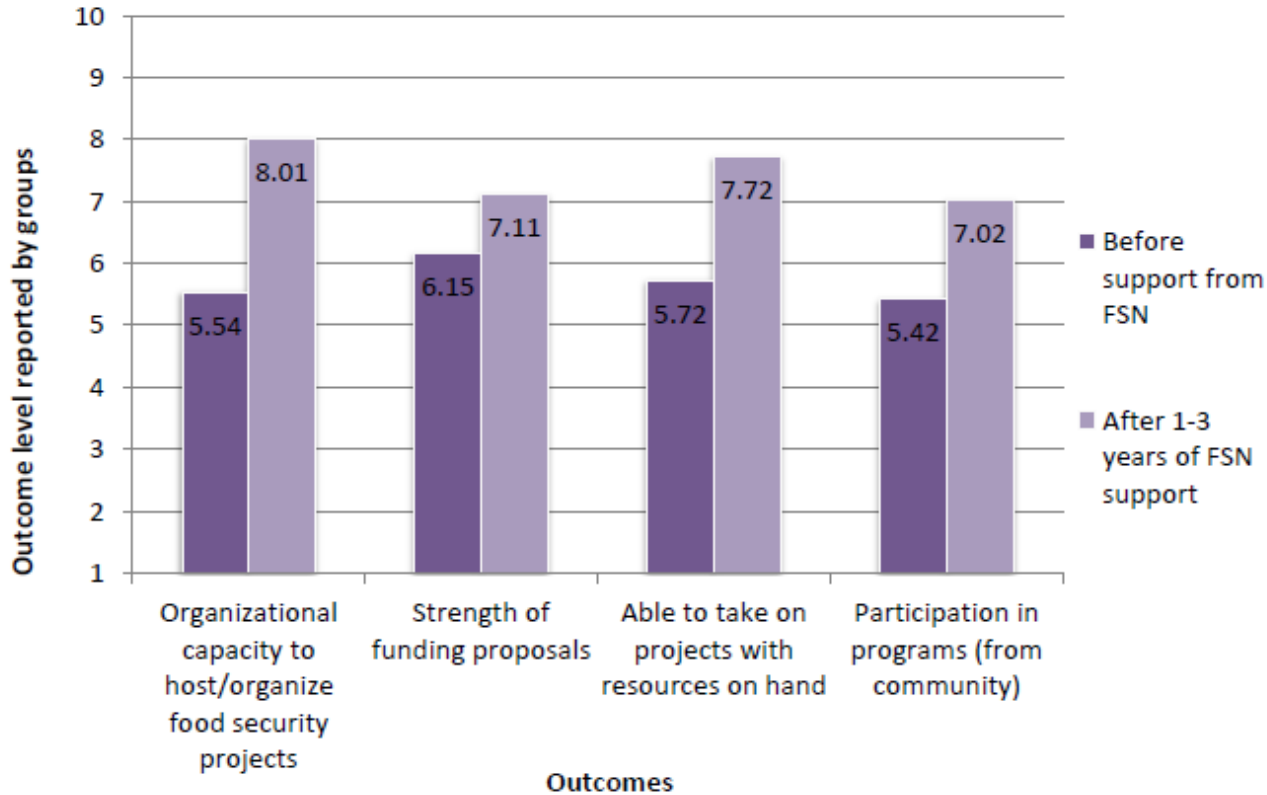
For local government bodies

- Obesity, poor nutrition, and poor mental health can in part be addressed by providing opportunities for people to grow food in a group setting; consider social prescribing
- Supporting local food growing projects can provide a practical application for residents with environmental concerns, raising awareness and prompting wider behaviour changes.
- Evaluation can support the business case for councils to demonstrate the benefits of growing projects to their citizens' health and wellbeing, justifying public investment.

Community Organizations

Data collection performed over a 5-month period and covering a 3-year period for community organizations hosting food security initiatives yielded the following results:

Chart 4.1. Outcome Incidence, Community Organizations

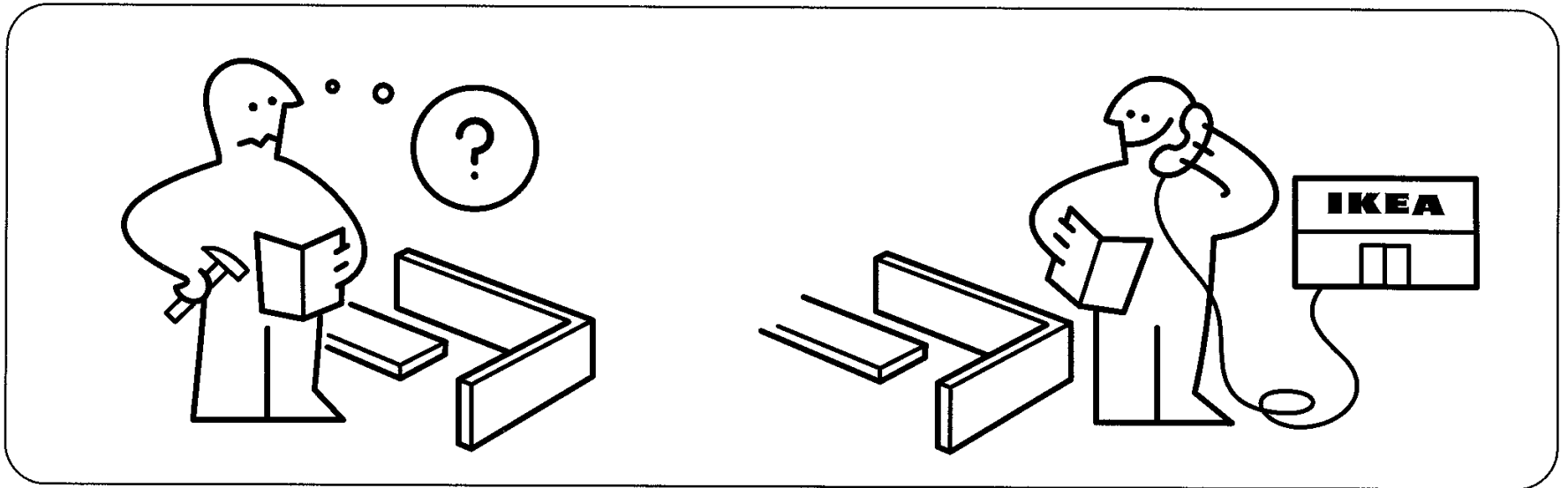


Organizations experienced the following changes in outcome incidence over 1-3 years:

- 25% increase in organizational capacity to host/organize food security projects
- 10% increase in strength of funding proposals
- 20% increase in ability to take on projects with resources on hand
- 16% increase in participation in programs

Read the manuals...

Phone for help if you get stuck...



References

- RSA report on Incredible Edible
 - <https://www.thersa.org/discover/publications-and-articles/reports/incredible-edible-report/>
- RSA animated video on how cooking can change your life
 - <https://www.thersa.org/discover/videos/rsa-shorts/2014/01/rsa-shorts---how-cooking-can-change-your-life/>
- NEF handbook on measuring well-being
 - <http://www.neweconomics.org/publications/entry/measuring-well-being>
- Get Growing project in East London
 - <https://somerfordandshacklewell.files.wordpress.com/2011/12/growplayeat.pdf>
- Food Security Network in Newfoundland, Canada
 - <http://www.foodsecuritynews.com/>

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