



Campaign to Protect
Rural England
Standing up for your countryside

From field to fork: LEDBURY

Mapping the local food web



INTRODUCTION

A food web is a local network of links between people who buy, sell, produce and supply food. The concept stems from earlier research in east Suffolk¹, which showed how a thriving local food chain can benefit the quality of life, prosperity and landscape of an area. It also showed how local food economies and independent retailing are under threat from supermarket expansion and increasingly centralised supply chains. The research concluded that we urgently need to identify food webs elsewhere and nurture them so they can thrive and resist the pressures which could undermine their benefits.

This report on Ledbury is part of a wider project, Mapping Local Food Webs, which builds on the east Suffolk research. It aims to:

- reveal the extent, nature and benefits of local food webs in other parts of England
- increase public and policy makers' awareness of local food networks
- identify ways to improve support for the production, supply and sale of local produce around England.

Ledbury was one of 19 locations across England to be mapped. The Mapping Local Food Webs project is funded by the Big Lottery Fund through the Making Local Food Work programme.

The report's findings come mainly from the work of local volunteers in and around Ledbury from June 2009 to February 2010. There were interviews with outlets, producers and local residents, and two workshops and a public meeting. These were supplemented by further case study research in 2011. Residents and outlets were interviewed within a 2.5-mile radius from Ledbury town centre. The 'local food' supply area falls within a 30-mile radius from this core study area.

This report summarises the key issues and sets out the main findings on the benefits of the local food web to Ledbury and the challenges and barriers to a stronger local food system. The findings are divided broadly into economic, social and environmental themes. The report then gives recommendations on how to strengthen the local food web. A conclusion is followed by appendices explaining the national and local projects in more detail and references.

Acknowledgements

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We are also very grateful for the contribution of Mike Handley of Box Organics who sadly passed away in 2011. The business is continuing to trade under new management.

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SUMMARY

Ledbury is a vibrant, relatively prosperous market town in Herefordshire, traditionally a farming county. The town centre has many historic buildings, a number of conservation areas and good walkable access to the surrounding countryside. Much of the centre is occupied by small independent outlets with few national chains, though Co-operative and Tesco supermarkets are sited at either end of the town centre. A high number of outlets use local food suppliers, and a weekly retail market and country market both sell some local foods.

Key findings

- Choice, availability and access to local food are good with 25 food outlets selling local food; for a majority it represents a quarter or more of turnover
 - Local shops are servicing public demand for fresh, high quality food, supported by short supply chains
 - Many shops and suppliers contribute to community life by donating to local good causes and offer a friendly, personal service
 - Local food supports, we estimate, 200 jobs at outlets and over 480 at local suppliers
 - Local food sales in Ledbury are an estimated £1.5 million to £2.7 million a year and help to support £29.5 million of turnover at supply chain businesses
 - A minimum of 95 local producers within 30 miles supply food directly to outlets we interviewed in Ledbury, reducing food miles and related pollution
 - Ledbury maintains its market town heritage and has a thriving high street with a good range of independent shops
 - Residents, visitors and tourists recognise the good availability of local food in the town
 - Local food supports diversity in farming, which shapes and maintains the character of the local countryside.
- A number of challenges need to be faced to develop Ledbury's local food web:
- sourcing sufficient volume remains a problem for small outlets as suppliers prioritise bigger buyers
 - communication between outlets and suppliers needs facilitation as businesses lack the time to find new suppliers or markets
 - Ledbury's shoppers value smaller outlets for extra shopping but these outlets need to find ways to compete with the convenience of supermarkets, which attract most shoppers for their main shopping
 - environmental benefits of local food remain largely unrecognised
 - in Summer 2011 Tesco submitted an application for a new edge-of-town superstore (over 2500 square metres) and Sainsbury's announced plans for a second edge-of-town superstore close by; development of new grocery stores on this scale and in these locations would divert trade from the town centre, undermining it and seriously threatening the existing network of outlets selling local food.²



Key recommendations

Local authorities

Herefordshire Council should:

- keep town centre shopping attractive through excellent public transport and keeping parking affordable
- work with local businesses and across the council to develop initiatives to foster and promote Ledbury as a local food destination with a 'local to Ledbury' brand and local food guide
- give strategic support to assets and infrastructure vital to local food including local abattoirs, a local food distribution hub, a Ledbury farmers' market, on-farm diversification into food processing and high quality farmland
- maintain and strengthen the diversity of food outlets serving the town and protect smaller food outlets as essential local services.

All public authorities – Herefordshire Council, the local education authority, schools and hospitals – should buy more sustainable local produce through their procurement policies and processes.

Public authorities should work with community and business partners to support the Herefordshire Food Strategy.

Local food businesses

Local food allows local businesses to offer distinctive, high quality produce with strong, positive messages about how and where it's produced. Businesses should:

- clearly define and signpost local food, for example by developing a 'local to Ledbury' brand so shoppers can identify it easily
- improve marketing of local food for its qualities, value for money and its wider environmental benefits
- support the Herefordshire Food Strategy and work with the Ledbury Food Group
- explore and support initiatives to co-operate to reduce costs and increase the availability and affordability of local food, such as distribution hubs
- improve convenience and access to local food outlets and secure Herefordshire Council's support.

The community and individuals

Local people should:

- buy local food through local shops, farmers' markets and delivery schemes
- ask where the food you buy comes from and how it's produced
- shop widely to encourage a variety of businesses, especially those stocking local food
- join the Ledbury Food Group and act on community initiatives to shape your food system
- contact local planners and councillors to encourage them to support your local food web – you could start by sending them this report and ask them how they intend to use it.

Mapping was a fascinating project and the research has given us the hard data to help us have a real influence on local food policy. We will be able to say 'this is what we have found and this is what would help sustain our local economy and traditions' rather than people just making a noise about it. What we care about is the preservation of our traditional market town and the farming community that serves it.

Fran Robinson, Ledbury volunteer



LOCAL FOOD AND THE LOCAL ECONOMY

Benefits

Local food contributes to Ledbury's economy in a range of ways:

- supporting many varied jobs in retail, food processing and agriculture, and allied service industries
- enabling smaller traders to stand out by selling fresh, high quality, traceable produce
- building a strong local business network based on trust and mutual support
- providing a route to market for food producers across the wider area.

Local food counts

Local food is a significant part of the food economy in Ledbury and the surrounding area.

- A very high proportion – all but one of the 26 outlets screened (including supermarkets, market stalls, farm shops, butchers, bakeries, cafés, grocers, pub, box scheme) – sold local food.
- Over half of the independent outlets and market stalls interviewed stated that the majority of their turnover came from local produce; for nearly two-thirds local food accounted for 25% or more of their turnover.
- Based on interviews with 10 independent outlets, turnover of local food outlets (excluding market stalls and supermarkets) is from £7.3 million to £11.7 million* a year. A fifth of this – £1.5 million to £2.7 million* – was attributed to the sale of local produce.³
- The independent food outlets interviewed in Ledbury together serve from 13,000 to 23,000* customers weekly.
- The 10 businesses interviewed supplying into Ledbury that provided figures have a combined annual turnover of £3.1 million. Based on this, annual turnover of the 95 or more producers, processors and wholesalers supported by sales into Ledbury is estimated to be over £29.5 million* a year.

Local food supporting local jobs

- Based on interviews with 12 outlets, independent local food outlets in Ledbury provided from 140 to 200* full-time or part-time jobs.
- Based on the 12 local suppliers interviewed, which support around 165 jobs in the town and its supply area, we estimate sales into Ledbury could help to support 480 full-time or part-time jobs with a further 50 seasonal or casual jobs.

Direct trading brings multiple benefits

Suppliers felt they could '**provide a better service**' by trading directly and are more likely to have '**personal contact**' with customers, which helps '**build trust between businesses**'.

Suppliers repeatedly told us that customers valued the '**quality**' and '**traceability**' of the food they provide. '**we have a close working relationship with our customers who share a common interest and passion for local food,**' said one supplier. Comments from outlets confirm relationships between suppliers and outlets are strong and efficient, saying '**we have no supply issues**' and '**suppliers know exactly what is wanted.**'

Local distribution is cost effective

Supermarkets often argue that distributing large amounts of goods in one large vehicle to a single store is more efficient than small producers distributing low volumes of produce to multiple outlets. However, over half of the suppliers we interviewed told us that selling locally helped them reduce transport costs, making distribution cheaper as well as logistically easier. There is scope to develop local food distribution to improve its reach and efficiency. As one supplier told us: '**The sparse population of Herefordshire makes supply and distribution more of a challenge and means more driving and higher fuel costs.**'

Key figures

- **25** outlets identified as selling local food
- Annual sales of local food – **£1.5-£2.7 million***
- Annual turnover of outlets supported by local food sales – **£7.3-£11.7 million***
- Jobs at independent outlets in Ledbury selling local food – **140-200***
- Weekly customer visits to local food outlets – **13,000-23,000***
- **Over 95** suppliers sell through outlets in Ledbury
- Annual turnover of suppliers supported by these sales – **£29.5 million***
- Jobs at suppliers – **480***

* Please note: lower figures in range are based on data disclosed; other figures marked * are derived by applying average (mean) calculated from interview data disclosed to total number of local food outlets/suppliers identified

Good choice and availability of local foods

Just under half of outlets commented positively on the availability and range of local food in the area: **'There is sufficient choice to be selective'**, said one, while another told us there is a **'good array of local producers for meat and other products including local cheeses and juices'**. Meat in particular seems to be readily available: **'There are 10 different beef suppliers, five pork suppliers and three to four for lamb. We are able to book suppliers months in advance,'** said one butcher.

Town and trade support each other

Shops selling local food in Ledbury have a strong sense of mutual support. This was a recurring theme in interviews with outlets. Businesses buy from and sell to other local businesses. In the words of one outlet: **'Everybody draws together as a team. It's very important that all shops and businesses work together.'**

By working closely with customers, suppliers told us they get **'useful feedback'** and can adapt their practices accordingly. Good relationships also mean their reputation spreads by word of mouth, saving the cost and trouble of marketing.

Freshness, quality and traceability

Freshness, quality and traceability of local foods are closely linked. Ledbury outlets and suppliers recognise them as clear advantages of selling locally sourced food, and they are important to shoppers in the town. One outlet was clearly proud of the quality of local food in Ledbury as **'unique to the area.'**

CASE STUDY: County Store – SPAR – Ledbury

'When we source from local producers we are getting something unique to us,' says John Ewens, manager of the County Store SPAR in Ledbury. **'It's the one thing that makes us different on the high street and local products are bound to be fresher.'**

County Stores stocks a wide range of local foods including cider, beer, crisps, ice cream, pies, bread and eggs, and strawberries, raspberries, salad bags and tomatoes in season. They also stock a variety of meat products from Gurney's, the local butcher. Open until 10.30pm seven days a week, it's a convenient outlet for people wanting to buy local food out of general business hours.

'On the whole, customers prefer to support local producers,' says John. **'Sometimes it comes down to price but generally the prices are in line with what we would buy through the wholesaler.'**

There are some downsides. Local producers are seasonal and so can only supply fruit, vegetables and salads at certain times of the year. Dealing with multiple suppliers and invoices also involves more work. But, says John, **'the benefits more than make up for it.'**

SPAR is the world's largest international food retail chain, with 13,600 stores in 33 countries, and the UK's leading convenience store group, with over 25,000 stores turning over £2.7 billion annually⁴. Although they benefit from being part of a large group, SPAR stores are managed independently. If they all sourced locally, they could significantly boost the local food economy.





Challenges and barriers

Business rates are high

Business rates are one of the main overheads for small stores.⁵ There is also evidence that the rates valuation process works in favour of superstores, which pay a much lower rate than smaller stores.⁶ Small local outlets struggle, often paying high business rates set by the council following national government guidelines. Overheads usually have to be passed on to the customer, meaning higher prices for produce at small independent outlets. In interviews and at workshops, retailers commented that the business rates in town were **'excessively high'**. One greengrocer who owns their retail space told us they would not be able to afford to keep their shop open if they had to pay rent and felt that the council should cut business rates.⁷

Restricted volume, higher prices

Although outlets said there was a wide range of local food, sourcing locally can limit the volume of produce available and can result in higher prices for shoppers. Five retailers interviewed mentioned lack of volume as a barrier to selling more local food. **'Local suppliers are potentially unreliable and inconsistent because of volume,'** we were told. One retailer linked the problem to supermarket domination of supply chains: **'Big growers prioritise supermarkets and are not so keen to supply small amounts to us. We are willing to (and do) buy from individuals who have a surplus, but people don't always understand how a business runs and get upset by the "mark up".'**

One supplier agreed that **'small order quantities are a financial disadvantage'** and a barrier to selling to small local outlets.

The available volume of local produce has a knock-on effect on price. Smaller outlets are unable to buy and stock in bulk to reduce purchase costs, with minimum order quantities an additional problem. In contrast, supermarket buyers operate centrally, have significant buyer power because they buy in bulk and can also source globally, all of which drive down prices. One outlet confirmed that small volumes mean higher prices: **'We need a price that reflects what customers are used to – people are fickle – they want local but don't want to pay for it.'** One retailer felt the only solution was **'more suppliers of a small scale who understand the trade'**.

Lack of outlets

For just under half of suppliers, a lack of outlets was a barrier to being able to sell more locally. Some clearly have the potential to expand. **'We have more than 187 outlets now, but there are more opportunities to increase,'** one supplier told us.

Small suppliers struggle to find the time to find new outlets as they often have to undertake a multitude of tasks – growing, administration, marketing and distribution. As one noted, working single-handedly this can be **'back breaking and tiring.'** **'Finding new markets, though vital, sits among a long list of high priority tasks,'** said one farmer.

The problem might not be a genuine lack of outlets. Some outlets we spoke to were reluctant to stock from the same suppliers as others because of the risk of **'duplication where the range of products available is limited. I don't see the point of several shops in the same town selling the same product.'** Another retailer confirmed that it was difficult **'to research new products and those not currently available from other retailers in town'**.

One outlet thought a solution could be to have more **'information about local suppliers, particularly new products or those not currently sold anywhere else. We would welcome being approached by local producers.'**

Recession bites

Exactly half of outlets said they had been affected by the recession. Retailers reported that people were still buying from local outlets, but tending towards cheaper products and therefore spending less. Seven outlets reported no difference in sales, but as one retailer pointed out: **'There appear to be plenty of well-off customers in Ledbury and many people are still prepared to pay for quality. Also, perhaps "treats" are important.'**

LOCAL FOOD AND THE LOCAL COMMUNITY

Benefits

Servicing demand for local food

Access to local food seems good with almost all outlets screened selling some local food. Half of the outlets interviewed estimated that 75-100% of their produce was locally sourced. Our research suggests public demand for local food is high and shoppers associate local food with freshness, taste and quality.

Shopping with values

The top two reasons shoppers gave for supporting local food went beyond personal benefits: to support local farmers and businesses, and to support the local economy. In the words of one outlet: **'There is an appreciation of local food on an ethical level from customers.'** **'It's the localness factor,'** said another.

Supporting community and local good causes

Large national stores often advertise their support for charities and good causes, but the extent to which smaller stores do this often goes unnoticed. Many Ledbury outlets support their community in various ways:

- most outlets and three suppliers interviewed give cash and in-kind donations to a wide array of local good causes
- most frequently, businesses support community and charity events through sponsorship and donations, such as prizes for hampers, raffles and charity auctions
- businesses support schools, sports clubs, hospitals, residential homes and churches
- three outlets interviewed offered a delivery service to disabled or elderly customers
- suppliers offer talks to community groups, school visits and farm walks, and help organise public events that promote local food.

Direct trading connects people to their food

The shorter the supply chain, the more knowledgeable retailers and their staff are about the food they sell. All outlets and most producers confirmed that customers ask about provenance and production methods. Outlets and producers also pass on information about animal welfare and nutrition and give customers ideas for recipes.

Many shoppers acknowledged the good service they received. They said the **'friendliness'** and **'helpfulness'** of small outlets encourages them to remain loyal. **'I think Ledbury leads the way well with locally sourced goods and it is a pleasure to shop there for personal service,'** said one shopper.

CASE STUDY: Box Fresh Organics⁸

Box Fresh Organics deliver 2,000 organic fruit and vegetable boxes per week to a customer base of around 3,000. They also run a wholesale business serving 80 customers around the country, including eight locally. Organic apples – 14 English varieties including Red Pippin, Falstaff, Kidd's Orange and Early Worcester – pears and plums come from the company's own orchards, and box scheme customers are invited for walks during blossom and harvest time.

Box Fresh supply to customers in two roughly circular 60-mile areas. Director Mike Hamilton believes regional supplying is more realistic than the typical definition of local (30 miles). **'If all shoppers in Herefordshire – 150,000 people – were committed to buying local, we could stick to a very localised scheme,'** he says. **'But they're not, so we need to tap into customers in other areas such as Birmingham, where access to local produce is very restricted because it's a large urban conurbation.'** To keep food miles down, they have two pack houses, one in Ledbury and one in Rodington, Shropshire. Box Fresh Organics source from a group of eight Herefordshire producers. **'Last year, we bought one million pounds' worth of fresh produce from growers in Herefordshire,'** says Mike. **'In terms of volume, that's 70% of what we buy.'** Box Fresh also source regionally from seven producers across Shropshire, Worcestershire and Powys (Wales), and sometimes UK-wide. They work in close partnership with growers by planning crops and agreeing prices in advance.

'Thirty miles can be restrictive in terms of quality and diversity,' argues Mike. **'If a producer is within 40 miles of us but has good quality produce, we will buy it. The location of producers is mapped on our website so people can decide for themselves if the distance is acceptable.'**

Box Fresh Organics supply customers with some exotic produce including bananas and mangoes – though these are never air-freighted, and are fairly traded. **'Customers expect to be able to get the majority of their fruit and veg from one place,'** Mike says. **'If we didn't sell the range we do, we would lose customers to supermarkets or other wholesalers. We tried selling purely locally grown produce but found customers stopped buying from us.'**

'We will always beat supermarkets on local and regional sourcing and food miles,' says Mike. Prices are often cheaper too. **'Where we don't compete is on perception: that organic is more expensive and supermarkets are the cheapest way to buy food.'**

Availability

Shoppers said local food in Ledbury was ‘abundant’ with ‘excellent availability.’ One shopper said: ‘We are well served with local produce outlets.’ Another shopper told us they shop in Ledbury because they know they can buy local food.

Shoppers and residents at workshops told us that they enjoyed the range of outlets available in Ledbury, including the weekly Saturday market and country market as well as traditional shops such as butchers and greengrocers.

Despite a good range of outlets and regular markets, there is no farmers’ market in the town. Shoppers and residents told us they would like one. With its strong market town history and proximity to a range of local producers looking for more outlets, Ledbury should be an ideal location.

CASE STUDY: Preserving traditional orchards

England has lost more than half its orchards since 1950, and only one in three of the apples we eat comes from the UK.⁹ In 2007, DEFRA listed old orchards as priority habitats because of their scarcity and their importance for many kinds of wildlife.¹⁰ Yet, commercial orchards continue to thrive in the Ledbury area, including Bentleys Castle Fruit Farm, Little Verzons Fruit Farm, Flights Organic Orchard and Dragon Orchard. All are preserving the heritage and tradition of fruit growing, juicing and cider making in the area while educating the public about the benefits of eating traditional seasonal fruits.

But things were different in 1993, when Norman and Ann Stanier took over Dragon Orchard, a 22-acre traditional fruit farm tended by the same family for over 90 years. Supermarket chains were building their dominance in the retail market, independent fruit and veg shops started closing down and wholesalers began buying cheap fruit in bulk from Europe, leaving small local producers struggling. They were forced to pull out some of their traditional fruit trees for cooking and eating and replace them with cider trees that could easily be contracted out to large processors. ‘Small fruit growers were becoming a dying breed,’ says Ann. ‘It was soul destroying.’

People loved visiting the orchards and enjoying the fruit. Inspired by this enthusiasm, Ann and Norman set up a ‘Community Supported Agriculture’ scheme. For an annual subscription, members or ‘Cropsharers’ can make four weekend visits during the year, taking part in seasonal celebrations, including wassails¹¹, winter walks, and blossom time. In the autumn members harvest and take home the fruit along with cider and juices. Dragon Orchard is also part of the Big Apple Weekend, a festival that brings together seven local parishes to celebrate the area’s apple and cider heritage.

Challenges and barriers

A taste for global foods

Although availability of local food in Ledbury is good, most British households have become accustomed to foods that are not grown in this country. As one shopper pointed out: ‘If you base your diet around what is available locally, it may not be enough, although Ledbury is more varied than many other places.’

While we wouldn’t want to do without many imported foods, shoppers could be persuaded to replace some food needlessly shipped or air-freighted with fresher, tastier, high quality seasonal produce from nearby. This applies particularly to most vegetables and soft and orchard fruit in season, as well as meat and drinks such as fruit juices and beer.



The Cropsharers scheme became a great success and 200 new trees were planted to replace those dug up, including apples, pears, greengages, quinces and plums. A tree sponsorship scheme paid for three-quarters of the trees. Sponsors can visit their tree and harvest its fruits. Between the two schemes, over 350 people are involved in the orchard. ‘We are bringing people’s awareness back to seasonality and what that means,’ says Ann.

Community support has enabled the business to grow and explore new opportunities. In 2008, Ann and Norman joined local wine makers Simon and Hannah Day to form Once Upon A Tree, which processes fruit from the orchard to make juice and award-winning ciders. Products include Ribston Lawn Sparkling Perry and a Blenheim Orange-based dessert cider. Pressing, bottling and packing is all done on site. An on-site shop, opened in 2010, sells fruit, juices and ciders as well as other local produce.

Supermarkets dominate grocery spend but there is demand and support for local food

Interviews with a range of shoppers at different locations in Ledbury show the following:

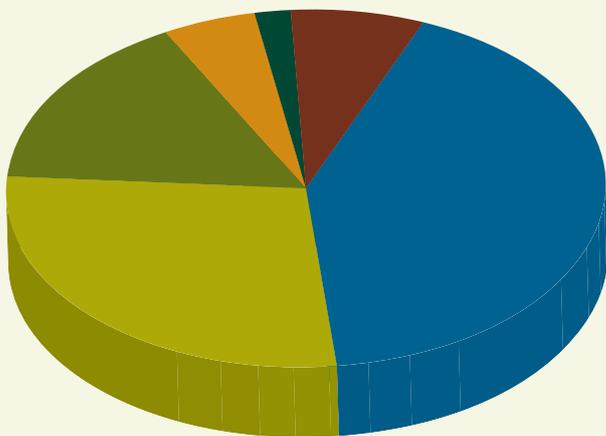
Q: Where do you do your main food shops and why?¹²

- 92% of main food shopping was at supermarkets; top reasons were convenience (55%) and proximity/location

Q: Where do you do any extra shopping for food?

- 66% of extra food shopping was at local independent shops and markets, with quality and the local food selection by far the most important reasons given

Q: What do you understand by the term local food?

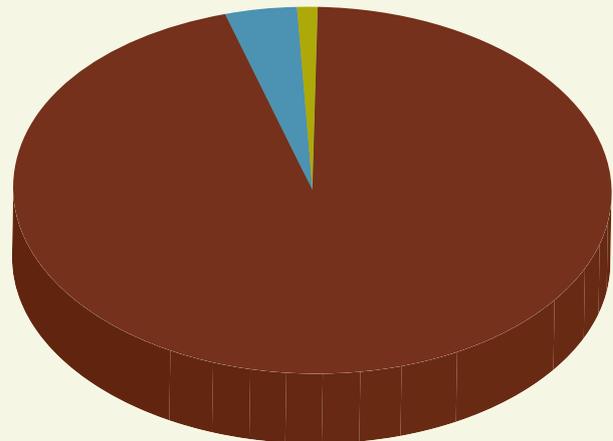


From the county (Hertfordshire)	42%
From within 30 miles	28%
From the region	16%
From a local shop	5%
From England	2%
Other	7%

In Ledbury, as nationally, supermarket chains dominate food spending. The convenience of a one-stop shop, as well as accessibility (both how close they were to get to and parking facilities) were decisive factors. Nevertheless, local independent shops were a popular destination for top-up shopping, with shoppers drawn by the quality of the produce and the local foods on offer.

A very high percentage of shoppers interviewed buy local food, for a wide range of reasons, notably to support local producers and the local economy, and for personal reasons such as quality and taste. Local food accounts for a significant amount of weekly spend – over one-third on average – for a high number of shoppers (58%). Local outlets also confirmed the demand for local food. Outlets mentioned that customers ask about provenance, production methods, certification, animal welfare, ingredients and recipe suggestions. Cost and convenience were major reasons preventing shoppers from buying more local produce, but there was good awareness (70%) of a practical definition of local – either within Herefordshire or 30 miles.

Q: Do you buy local food? (based on local as produced within 30 miles of the store)



Yes	95%	No	4%
I don't know	1%		

Q: If you buy local food what are the three main reasons you choose to buy it?¹³

Supporting local farmers and producers	60%
Supporting the local economy	50%
Quality	48%
Taste	45%
Reducing food miles	33%
Seasonal food	23%
Protecting the local countryside	13%
Health	12%
Reducing waste and packaging	10%
Animal welfare	8%
Value for money	2%
Other	2%

Q: Why don't you buy more local food?

Convenience or time issues	39%
Cost or price	26%
Availability	21%
Accessibility	18%
Grow own/buy enough already	13%
Awareness	6%
Quality	1%

Q: How much do you spend on food per week and how much on local food per week?

The 75 shoppers who answered both questions spent an estimated £71.67 a week, of which 34% – £24.42 – was on local food.

Analysis of the percentage of the weekly shopping spent on local food against household income shows these are not related: shoppers across a wide income range buy local food.¹⁴

CASE STUDY: Ledbury Food Group

In summer 2009 a group of volunteers began to research their local food web using the CPRE toolkit. This report is the result of their research – but they have continued to work together, responding to the report and recruiting more members.

‘The research has given us the hard data to help us have a real influence on local food policy,’ says Fran Robinson, one of the group co-ordinators. **‘We have called ourselves “Love Local – Ledbury Food Group”.’** Members come from a range of backgrounds and interests, including one producer. Meetings are enjoyable social occasions.



‘We intend to create a food event diary and organise visits to markets and food festivals, open farm days and seasonal events such as apple gleaning, juice pressing, cider/chutney making and community cooking,’ says Fran. **‘We also want to engage local outlets in promoting seasonal foods and perhaps offer recipes or cooking demonstrations. Hopefully the local paper and tourist office will support us in advertising these.’**

The group is considering initiatives to overcome the obstacle of limited parking in the town, improve distribution links and increase the availability of local produce at outlets and encourage them to link up with producers. One could involve setting up a scheme similar to Pedicabs in Hereford, a pedal-powered taxi service, and Pedicargo, a same-day cargo delivery service within the city.¹⁶ This could benefit local food businesses and shoppers, ease traffic and parking and reduce pollution in Ledbury.

‘We would also like to establish a farmers’ market, a bigger and more lively expression of local produce than our existing small retail market, which would encourage more people to come into town to shop and experience our lovely market town,’ says Fran.

Convenience

Most shoppers said convenience was a barrier to them buying more local food, while over a third commented on the convenience of supermarkets: **‘it’s the easy option after a busy day’, ‘everything I need is all under one roof’ and ‘if you’re working, then a lot of these places are closed when you’ve finished.’** **‘Little Verzons Farm Shop used to stay open until nearly 6pm – now it’s shut when I go past,’** said a participant at our workshop.¹⁵

Problems with parking in Ledbury also arose as an issue for shoppers and local outlets. While supermarkets have large free car parks, the town centre has limited parking spaces, which either charge or have short time limits. During this study, the local authority was proposing to build on the town centre car park, which would leave few spaces for shoppers unable to come on foot.

More local food marketing is needed

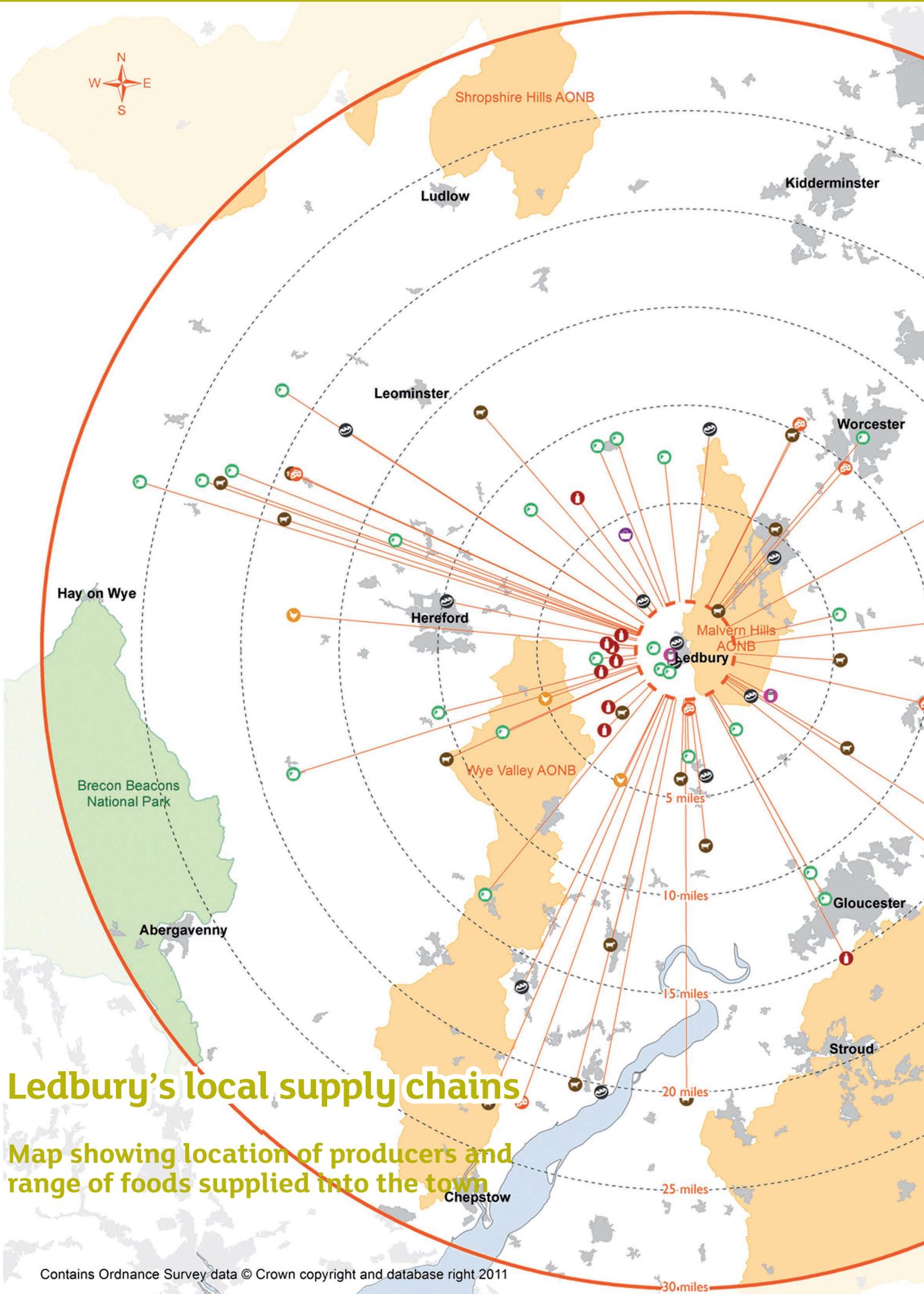
Selling locally helps **‘promote the distinctiveness of the area’** and encourages **‘pride of place’** according to the suppliers interviewed. Outlets and suppliers recognise that **‘local food is a good marketing feature, something to be proud of that attracts customers’**. Although some businesses and residents felt that Ledbury was **‘well marketed’** for its local food, others felt that **‘more local marketing events were needed’** to publicise the benefits and availability of local food in the area. With local authorities forced to make spending cuts, promoting local food and educating the public may now fall to local business and the community organisations.

CASE STUDY: Ledbury Allotment Association – communities doing it for themselves

The ‘Big Society’ concept – where communities take responsibility for services previously run by local authorities – is hotly debated. But in Ledbury the community has taken the initiative in setting up its own allotments.

Ledbury Allotment Association asked the local authority to provide allotments, but were told there was a lack of demand and funding. So, three years ago, the association established its own allotments on rented land. With a grant from the Big Lottery Fund, they secured ownership of the main site (73 plots). Demand was so strong they had to rent an adjoining field that now provides a further 26 plots.

Ledbury Allotment Association Limited operates as a not-for-profit organisation so that all funds raised are invested in worthwhile community projects.¹⁷



Ledbury's local supply chains

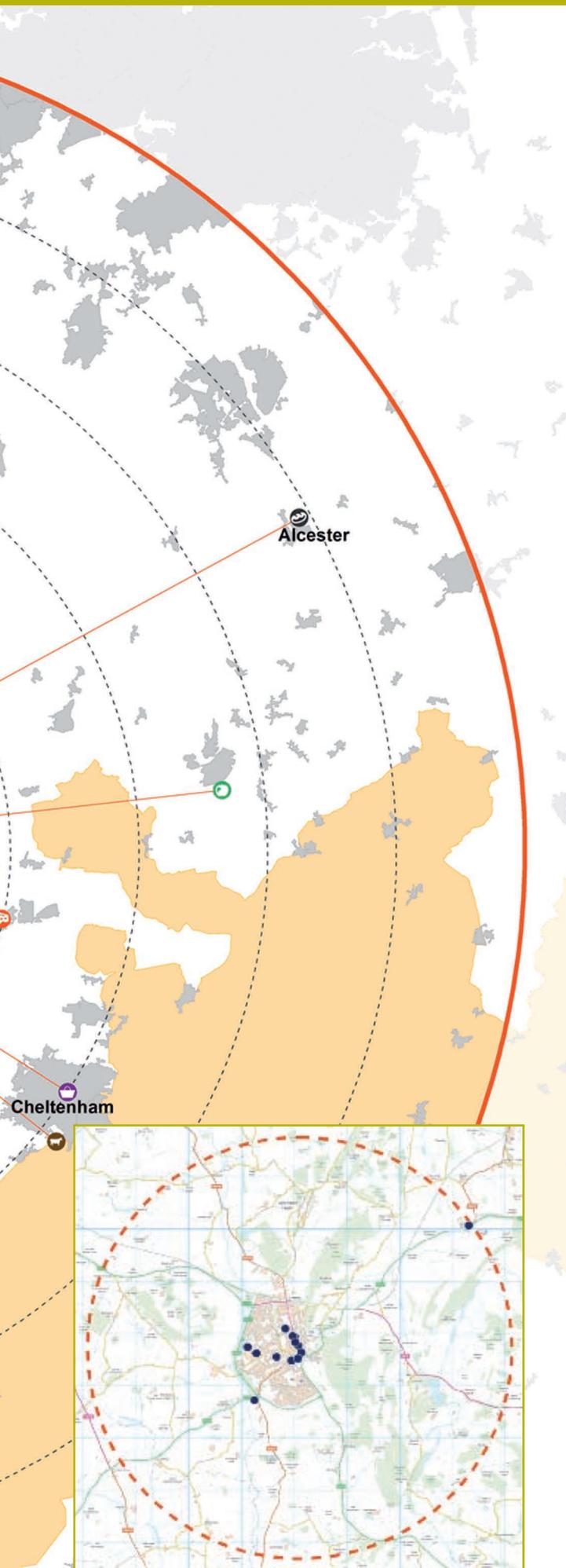
Map showing location of producers and range of foods supplied into the town

Local products typically supplied into Ledbury

Meat	Beef, chicken, duck, game, goose, lamb, pheasant, pork, turkey, venison, wild boar
Processed meat	Bacon, burgers, black pudding, faggots, ham, organic bacon, mince, sausages, scotch eggs
Fish	Smoked trout
Dairy	Butter, cheese, ice cream, milk, yoghurt
Fruit	Apples, apricots, blackcurrants, cherries, chestnuts, damsons, hazelnuts, pears, plums, quinces, raspberries, redcurrants, rhubarb, strawberries and soft fruit
Vegetables	Asparagus, aubergines, beans, beetroot, brassicas, broad beans, broccoli, Brussels sprouts, cabbages, carrots, cauliflowers, celeriac, courgettes, cucumbers, curly kale, herbs, hot wax chillies, Jerusalem artichokes, leeks, lettuces, marrows, onions, parsnips, peas, potatoes, pumpkins, purple peppers, purple sprouting broccoli, salads, spinach, sprouts, squashes, sweetcorn, tomatoes
Eggs	Eggs, free-range eggs, organic eggs
Preserves	Chutneys, honey, jams, pickles
Drinks	Beer (including from Wye Valley Brewery), cider (including Lyne Down, Gregg's Pitt and Westons ciders), cordials, range of fruit juices, perry, vodka, wine
Baked goods	Biscuits, bread, cakes, pastries, pies, savoury tarts
Other	Oils, salad dressings

Key

- | | |
|---|---|
|  Boundary of core study area |  Local food producers/ suppliers |
|  Boundary of local food supply area |  Meat/Processed meat |
|  Settlements |  Dairy |
|  Supply chain links |  Fruit/Vegetables |
|  Area of Outstanding Natural Beauty (AONB) |  Eggs |
|  National Park |  Fish/Shellfish |
| |  Drinks |
| |  Preserves |
| |  Baked goods |
| |  Cereals |
| |  Other products |



Ledbury's core study area and location of main local food outlets

LOCAL FOOD AND THE LOCAL ENVIRONMENT

Benefits

Reducing transport

Mapping identified over 90 businesses supplying a wide range of produce – including eggs, meats, vegetables, fruit, apple juice, beer, cheese, honey and chutney – into Ledbury. Over half of outlets surveyed estimated three-quarters or more of their produce by turnover was local. Yet only two outlets and three producers mentioned food miles as an advantage of selling local food.

Businesses in the food web ensure that customers can find food that has not travelled unnecessarily. In supermarkets, 'local' food may well have travelled many miles to a regional distribution centre and back and there is no widely adopted and trusted label to help shoppers to understand the environmental impact of the food they buy, including its transport. Until this becomes available, buying local food from independent outlets is a practical and straightforward way for people to choose to reduce their own impact on the environment without radically changing their diet.

Comments made by some shoppers show concern to reduce food transport: **'We are blessed in Ledbury; it's ridiculous to bring in food from the other side of the world.'** Across the 130 shoppers interviewed one in three mentioned food miles as a main reason for buying local food¹⁸. This presents an opportunity for businesses to use the shorter distance local food has travelled to better promote their produce.

Ledbury's distinctive local food culture

Ledbury is a picturesque, traditional market town characterised by conservation areas and historic buildings, with few national chains but a wealth of independent outlets and two regular markets. Our research strongly demonstrates that this distinctive mix appeals to residents, shoppers, tourists and businesses alike.

There was widespread agreement from surveys and workshops that the variety of local food and drink sold through a range of independent shops attracts visitors and tourists:

- **'Ledbury is known as a "foodie town"'**
- **'Herefordshire is a destination for food tourism'**
- **'We benefit from the presence of other speciality food and drink producers in the same way that they benefit from our presence'**
- **'Herefordshire is famous for its produce; this contributes to market town culture.'**

The high street is still thriving

In a national survey of high streets in 2010, 41% of the towns surveyed were described as 'clone towns' where more than half of stores were national chains.¹⁹ Ledbury appears to be bucking this trend. As one independent outlet told us: **'We have renovated and restored the premises, which were in a state of disrepair, and opened them as a shop. There was no shop before, so we are doing the opposite of small shops closing down in towns. We opened one up.'** This distinctive retail character makes Ledbury popular with visitors and tourists.

One resident commented at our workshop: **'Visitors envy the sense that Ledbury still has an active high street without chain stores.'**

Businesses reducing waste and energy use

Three outlets told us they had changed their refrigeration for more efficient systems to reduce their energy use, while others were using LED lighting or other energy-saving light bulbs.²⁰ One box scheme had also signed up to an energy monitoring scheme. Over half of outlets told us they reduce waste through recycling, biodegradable carrier bags and minimising packaging. One told us they **'complain to suppliers if we think their packaging is excessive'**. As 70% of household waste comes from food and food packaging,²¹ retailers can make a significant difference by reducing packaging at source.

Two suppliers were taking steps to reduce their energy use by using renewable energy on their farms: one smallholding was using solar PV and was **'totally off the grid,'** while another was planning a wind turbine.

Suppliers are maintaining the landscape and protecting ecosystems

Over half of suppliers we interviewed were accredited with schemes that require them to look after the environment and the landscape, including Linking Environment And Farming (LEAF), Soil Association, Biodynamic Association and the Countryside Stewardship Scheme.²²

Maintaining landscape character with traditional livestock farming

'Animals make up part of the heritage of our landscape,' one cattle farmer told us. Another commented on **'cows grazing in fields as part of the aesthetic of the English landscape'**. However, traditional breeds of livestock that are put out to graze and are generally slower to mature have been lost as farming has become more intensive, with animals confined to sheds and fed on imported grain. They have been largely replaced by early-maturing stock from continental and North American origins.²³

Traditional livestock are often referred to as 'rare breeds' and some have even become extinct. The livestock farmers we interviewed told us that farming with traditional methods and breeds means a better flavour and a healthier meat that is popular with customers. Shoppers repeatedly said that access to high quality meat in Ledbury was good.

CASE STUDY: Handley Organics Farm and Farm Shop

According to the Soil Association, the top two reasons for consumers buying organic are health-motivated, with ‘naturalness/unprocessed’ and ‘restricted use of pesticides’ mattering most.²⁴ Caroline Handley first got interested in the connection between food and health when she was diagnosed with cancer and her consultant told her to eat an organic diet. She got a vegetable patch and started growing for friends and family. The patch grew and grew and eventually she decided to start a business from it, and Handley Organics was born.

Today, the enterprise includes a 25-acre Soil Association-certified organic farm producing fruit and vegetables, a whole-food shop on Ledbury High Street and a newly opened apothecary. They also have a monthly stall at the Talbot Market in Knightwick, and supply local pubs and restaurants with seasonal fruit and vegetables. Caroline is the main grower at the farm, supported by two full-time and one part-time members of staff. In the summer, they employ up to 40 fruit pickers.

‘I strongly believe you are what you eat and while you can’t stop yourself from getting ill, you can do your bit to protect your health,’ says Caroline. **‘Many of us do not wish to feed our bodies with an unknown cocktail of chemicals and will look for alternatives.’**

For Caroline, growing organically is a way of protecting human health and the environment: **‘It’s not about making a premium, it’s about wildlife, protecting our ecosystems and providing people with safe, healthy food from a trustworthy source. We work tirelessly to produce excellent crops of exceptional quality vegetables – to do this properly is hard work. It’s not just a job; it’s a whole way of life.’**



Caroline adds that **‘for those who persist along the lines drawn out by the Soil Association the rewards are worth the wait’**. She also strongly believes small is beautiful: **‘Being organic isn’t about just growing organic food on organic land. It’s more global than that, which is why I object to the big farmers who own thousands of acres of conventional land and then set aside 50 acres for organic so they can get a premium.’**

Organic farms represent 4.3% of the UK’s agricultural land – more than the combined area of Lancashire and Cheshire, or Somerset and Wiltshire²⁵, but among the lowest levels in Europe.²⁶ Although there has been a drop in organic sales over the past two years, they are recovering and nine out of ten households buy some organic food.²⁷ It doesn’t always have to come at a premium: **‘In season our organic vegetables are cheaper compared to conventionally grown vegetables in the supermarkets,’** says Caroline. **‘In the right season we have an abundance, sometimes a surplus of certain things such as courgettes and cucumber in summer.’**

Challenges and barriers

Broadening local food’s environmental appeal

None of the outlets interviewed emphasised the potential for local produce to help maintain wildlife or countryside character. Shopper surveys too indicate little or no awareness of this. Yet, as our research has shown, direct supply to outlets offers better prices to farmers and small shops offer an important outlet to market which can help their producer businesses to remain viable. As a result, the local production and sale of a range of foods is likely to support a diversity of farm types and sizes. These in turn are more likely to maintain the variety of habitats, field patterns, buildings and landscape features that form the character of the local countryside.

At the very least, because of the trust that local supply chains can build, local produce enables shoppers to be more certain they are supporting UK agriculture and the relatively high standards it offers in environmental management, protection of habitats and landscape features, and animal welfare. As we have seen, local food may also support less intensive forms of farming, including organic. These have recognised benefits for the wider environment, including reducing greenhouse gas emissions and storing carbon in pasture and soils.

There is an opportunity to promote local food better by explaining these benefits in a way that is simple for shoppers to understand.

CASE STUDY: Llandinabo Farms

The Symonds family have bred pedigree Hereford cattle on 480-acre Llandinabo Farm since the 1940s. Back then, Herefords were 'the breed in the lead'. The export trade was flourishing and bulls were sold for four- and five-figure sums. But the dominance of the breed has been slowly eroded by continental breeds that carry less fat and can be bulked up on grain.

Owner Peter Symonds continues to graze Hereford cattle for beef on 180 acres. **'The benefits of selling native British breeds are numerous, not least because all British native breeds are grazing animals requiring little concentrate to finish'²⁸,** says Peter. **'Native breeds use less of the world's resource of protein and fertiliser and have less impact on the environment. This is the main reason why the Hereford became so dominant in the great grasslands of the world. It can fatten successfully on poor grass.'**

The business has successfully diversified in the past decade. In 2001 it bought The Traditional Breeds Meat Marketing Company (TBMM) from the Rare Breeds Survival Trust. TBMM accredits and promotes meat from pedigree rare and traditional British breeds across the country, ultimately to ensure their conservation.

They also run a farm shop, which employs four people. **'We bought the butcher's shop in 2005 because Herefords wouldn't sell through the usual markets,'** explains Peter. **'The supermarkets for example think they contain too much fat. So to maximise profits I knew we would need to market our meat via our own butchers or a scheme that was interested in rare breed animals.'** To ensure quality control the shop buys whole carcasses and hangs all its stock itself using a traditional slow process. Butchering skills are vital: the butcher's craft in hanging and preparing the meat adds to its quality.

Diversification has enabled the business to compete effectively. As Peter adds: **'In order to compete with supermarkets we had to diversify and sell as wide a range of products as possible at competitive prices. Our beef is far superior in quality but is selling at the same price as the supermarket because we cut out the middleman.'**



The butcher's shop works in tandem with a commercial kitchen on the farm. All the lesser cuts of beef are used to make pies and faggots, maximising profits and making sure nothing is wasted.

They also make their own sausages, cure their own bacon and process cured mutton and lamb, salted beef, pickled ox tongues and other products to order. Jane, Peter's wife, makes chicken, pork, lamb and beef pies as well as scotch eggs, cakes, and malt and soda breads. These are sold through several local outlets. A profitable game business sells pheasants, partridges and other wild fowl, as well as deer and rabbits. All game is sourced locally and processed at the farm.

'We undercut the supermarkets easily with game,' says Peter. **'We can sell our birds for less than a supermarket because there is no middleman and we can use every part of the bird, however badly it has been shot.'** They use meat from birds that game buyers wouldn't usually purchase to make 'poacher's pie', reducing waste.

Peter believes sourcing is critical: **'I am able to tell people in our shop exactly where the animals have come from. We know our producers personally. We cherry pick the very best stockmen and get very high quality meats as a result.'** Direct contact with producers also means good personal relations and a willingness to meet specific needs. The rare breed producers Llandinabo works with are generally small scale. **'One of our suppliers produces 20 lambs a year,'** says Peter. **'They have more control over their stock and are inherently more sustainable.'**

Butchering skills and traditional processes, careful sourcing and adding value through the kitchen and farm shop mean Llandinabo sells produce at a competitive price and a quality that is hard to beat. As Peter concludes: **'Supermarkets have a huge presence, but that is why we have diversified into processing and have made sure our products are infinitely better.'**



LOCAL FOOD AND LOCAL POLICY

Herefordshire Council, a unitary authority, has responsibility for planning in Ledbury.

Local authority planning policies: strengths and opportunities

Herefordshire Council's Local Plan has a number of policies which support the local food web:

- 'where large-scale retail uses are proposed in edge-of-centre or out-of-centre locations, the need for the development must first be demonstrated'
- 'retail proposals must demonstrate their likely effect on city and town centre vitality and viability'
- 'retailing and other key town centre uses must contribute to the vitality and viability of Hereford city centre and market town centres'
- development of market towns will be guided 'to retain and improve town centre services to the benefit of local residents and the rural hinterland'.²⁹

The new Local Development Framework (LDF) for Herefordshire is currently under examination and will now go to a second round of public consultation with adoption expected in Spring 2013. The recently drafted Market Towns and Rural Areas Plan Scoping Report³⁰ will inform the new Core Strategy on development in market towns but will also now be adopted in 2013. Until a new plan is adopted, the policies found in the original Herefordshire Rural Development Plan (1996-2011) on Town Centre and Retail outlined above still apply.

Published consultation documents indicate some degree of support for local food webs. The 'Place Shaping' consultation paper on the preferred strategy and options for the new LDF has this to say (under 'Environmental Quality'):

'Local food production and processing will be fostered whilst supporting the stewardship of the soils and water, biodiversity and the characteristic Herefordshire landscape. The area's historic and environmental resource, including its natural beauty and quality of landscape, biodiversity, geodiversity, built environment and cultural heritage will be protected and enhanced.'

Under 'Economic Prosperity', Herefordshire market towns such as Ledbury 'will be distinctive, thriving service centres that are better linked to their hinterland villages through enterprise hubs, service provision and transport accessibility'.³¹

Local authority planning policies: weaknesses and threats

The policies in the existing plan have strong potential to support the food web. With the LDF still under development, however, it is unclear whether new policies will strongly support the existing retail mix or be sufficient to resist potentially damaging new development. Excessively large stores out of centre could undermine both the trade and diversity of Ledbury town centre and that of other towns and villages in the area. The current Place Shaping paper directs new large-scale retail development to Hereford and adds that 'there are no strategic level retail developments proposed in the market towns during this plan period.'

This is expected to be reviewed in the awaited Market Towns and Rural Areas Plan, however, which will assess the need for more food and non-food shopping to reduce lost trade from 'certain market towns to other centres'.³² This argument is often used to support the development of very large food stores in towns which lack them. Yet, new superstores themselves draw trade from a wider catchment area, which in turn can cause leakage from other smaller centres such as smaller towns, villages or local parades. On this argument, these centres too would then need to develop their own large stores to retain trade or suffer the consequences. Smaller centres are more likely to see their shops disappear.

Despite the statement on support for local food production and processing, the emerging LDF strategies lack strong support for developing the mixed retail network required to sustain producers and support their enterprise by offering them outlets to market.

CASE STUDY: A Sustainable Food Strategy and Action Plan for Herefordshire

This is an excellent example of how local authorities and other public bodies can work in partnership to develop a more sustainable food system.

In 2008, a conference organised by the Bulmer Foundation, a Herefordshire-based sustainable development charity, established a need and willingness to develop a Sustainable Food Strategy and Action Plan for the county. The Herefordshire Food Partnership (HFP) was established to lead this work. It brings together people and organisations involved with food and farming, including Herefordshire Council, the local NHS, the National Farmers Union, the Duchy of Cornwall, the Bulmer Foundation and Herefordshire Food Links.

The partnership has identified six major areas for action:

1. The local economy
2. Health and well-being
3. Landscape, wider environment and climate change
4. Local distinctiveness
5. Skills and training
6. Local, regional and national policy.

The strategy was published in summer 2011 after a series of public consultation events around the county. It shows how local policy-making can support the sale, supply and production of local food and raise public awareness of the benefits it can bring to the communities, quality of life, local economy and environment of an area.

RECOMMENDATIONS TO STRENGTHEN THE LOCAL FOOD WEB

These recommendations reflect issues identified in the Ledbury research as well as CPRE's views. They may apply elsewhere depending on local circumstances. Recommendations for national Government are the focus of a national report to follow.

What are the issues?	Why does it matter?	What needs to be done and how?		
		By local authorities	By businesses	By community groups and local people
<p>Local food may cost more or is perceived to be more expensive</p> <p>Smaller outlets can struggle to compete with supermarket offers</p>	<p>Supermarkets attract shoppers by competing hard on price and use the TV and press to advertise low prices</p> <p>The cost of 'attractive' offers may be passed back to producers by large retailers and can undermine producers' business</p> <p>Shoppers may do all their shopping in one store leading to further loss of small shops</p>		<p>Small producers could form a co-operative, enabling them to supply larger markets such as the public sector or larger local shops with competitively priced produce and share the costs of marketing</p> <p>Work co-operatively to find ways to share distribution to reduce transport and admin costs, including establishing a local 'food hub' – an intermediary between producers and business customers³³</p> <p>Work together as outlets and suppliers to run promotions to entice shoppers to try local produce</p> <p>Persuade shoppers local food is affordable:</p> <ul style="list-style-type: none"> - Advertise where prices are the same or lower than at the chains - Emphasise value for money and the quality, taste, freshness and goodness as well as customer service - Persuade customers to buy better quality but less quantity – eat less and eat better but pay the same - Sell 'ugly' fruit and veg at lower prices 	<p>Set up a buying group/food co-op to bulk-buy fresh, locally produced food³⁴</p> <p>Keep checking prices in local shops and markets against the supermarket; they are often cheaper, especially in season</p> <p>Pay a little more for better quality food but buy less of it to stick to your budget</p>
<p>Small businesses and local food need support in marketing, advertising and promotion</p>	<p>Competition is weakened if the system of diverse small businesses can't compete with large national chains</p> <p>Shoppers need to know what is available, where and at what price to make informed choices</p>	<p>Work with the Chamber of Commerce, local business initiatives and tourism organisations to help produce a town centre/local area map for locals and visitors to highlight businesses selling local produce</p>	<p>Form a business co-operative to share the costs of marketing, advertising and promotion between outlets/producers</p> <p>Work co-operatively to produce a town map of distinctive local stores, especially those selling food</p> <p>Use the local media and get listings on local websites such as www.herefordshirefoodlinks.org.uk or national ones such as Big Barn (www.bigbarn.co.uk)</p> <p>Work with local bodies to set up a local food awards scheme</p>	<p>Community groups could research and write a local food guide to help residents and visitors find outlets where they can buy food that's local to Ledbury</p> <p>Use websites such as Herefordshire Food Links to find local food near to home (www.herefordshirefoodlinks.org.uk)</p>

What are the issues?	Why does it matter?	What needs to be done and how?		
		By local authorities	By businesses	By community groups and local people
Supermarkets offer the convenience of a one-stop shop with parking	Shoppers frequently cited convenience as a major factor in where they shop Car-based shopping could undermine the town centre and local access to smaller shops	<p>Improve public transport access to the town centre</p> <p>Ensure there's enough affordable town centre car parking to encourage food shopping while maintaining the attractiveness of the centre</p>	<p>Outlets could co-operate to:</p> <ul style="list-style-type: none"> - Offer late-night and Sunday opening - Lobby the local authority to improve public transport, and protect town centre car parking and keep it affordable 	<p>Explore other ways to shop conveniently for local food:</p> <ul style="list-style-type: none"> - Use a local box scheme to get fresh, seasonal local fruit and vegetables and other foods delivered to your door - Ask local stores if they deliver - Ask your supermarket to stock more local lines
<p>Supermarket chains dominate food retail, nationally and in Ledbury, typically taking over 75% of trade, but offering low levels of local produce (usually 1-2%)</p> <p>There is demand for local food but convenience, accessibility and availability impede buying</p>	<p>Market domination by supermarkets reduces access to locally produced food</p> <p>Shoppers doing their main shop at supermarkets find it difficult to support local food</p> <p>Supermarkets put less money into the local rural economy</p>	<p>Herefordshire Council should develop policies to maintain and promote a diverse retail economy to:</p> <ul style="list-style-type: none"> - Meet a range of shopping needs including local access to fresh sustainable food and genuine choice of outlets and food - Connect people to their local countryside through their food - Retain markets for smaller producers and support their role in innovation in food production - Support footfall and trade in the town centre and encourage tourism <p>They should support and promote:</p> <ul style="list-style-type: none"> - clusters of local shops in local centres, farm shops and markets - a new, regular farmers' market in the town to maintain Ledbury's historic role and attractiveness as a market town for local producers - on-farm diversification into local food production to support small-scale employment and the rural economy 	<p>Set up a regular farmers' market in the town centre accredited by the National Farmers' Retail and Markets Association to improve access to food from producers guaranteed local to Ledbury</p>	<p>Spread your spending across a wider range of outlets to support those that stock high levels of local food – this will encourage supermarkets to stock more local food</p> <p>When you buy food, ask where it comes from and how it's produced – make businesses think about their buying policy</p> <p>Give shops feedback to help improve the range of local food on offer</p> <p>Community groups could:</p> <ul style="list-style-type: none"> - Research and produce a local supplier guide to help small local businesses who want to source locally but lack time - Start a match-making service for local suppliers, outlets and other buyers (see the Big Lottery-funded Transition Town Totnes Food Linking Project³⁵ and The Kindling Trust Feeding Manchester Project)³⁶ - Create a recognisable 'brand' such as 'Love Local' to promote local food in shops and restaurants

What are the issues?	Why does it matter?	What needs to be done and how?		
		By local authorities	By businesses	By community groups and local people
<p>'Local food' is not legally defined</p> <p>The meaning of 'local food' varies between Ledbury shoppers</p>	<p>Shoppers need to know the difference between local and non-local food so they can make a choice</p> <p>Confusion over the meaning of local may undermine the 'brand'</p> <p>Without clarity there is a risk regional or British food can be sold as local</p>	<p>Work with local business and other networks to promote the area as a local food destination, including developing a 'local to Ledbury' label and brand</p>	<p>Co-operate through business networks to define 'local' for the area by:</p> <ul style="list-style-type: none"> - Developing a well-defined 'local to Ledbury' brand - Clearly defining 'local' by mileage (e.g. within 30 miles) or by area (e.g. from Herefordshire) <p>Within store give a definition of what 'local' means to the business and use it to signpost 'local' food in a section, on shelves and packaging</p> <p>Use a blackboard or map to list local seasonal produce and food miles (or metres)</p>	<p>Support outlets which stock and clearly define local food such as farmers' markets (if FARMA-certified, all produce is normally from within 30 miles) and farm shops</p> <p>Press outlets to define 'local' clearly and ask them to display their buying policy'</p>
<p>New out-of-centre supermarkets can threaten the retail diversity of the town centre, local centres and villages</p>	<p>Out-of-centre supermarkets have lower costs, can offer on-site parking and can out-compete smaller outlets</p> <p>They undermine the viability of shops in the town and other centres, leading to closures which make the centre less attractive for (food) shopping</p> <p>In an interdependent food web loss of small outlets can lead to further closures and close off routes to market for local producers</p> <p>Out-of-centre sites are most convenient for car users; those without cars can struggle</p>	<p>Local planning authorities should prevent large food stores undermining existing diversity, choice and access by:</p> <ul style="list-style-type: none"> - Building a strong evidence base to support plan-making by commissioning independent research into retail need - Supporting diverse forms of provision to meet identified need including supporting local centres (parades of shops, village clusters and markets) - Testing the impact of new food stores over a locally set threshold (such as 1,000m² or more) on the vitality and viability of the town centre, on essential services in local centres including villages and on the rural economy - Defining clearly the retail 'diversity' of town centres in terms of mix of store sizes and setting floorspace thresholds to protect it - Defining food stores as 'essential local services' with proximity criteria for access for local residents (including within local centres such as villages) - Restricting change of use from Class A1 (shops) 	<p>Give out information on who produces the food, where, and how</p> <p>State the business' buying policy and highlight local products in publicity (including menus for cafés and restaurants)</p>	<p>Get involved with any consultations on how the Local Plan for your district and your neighbourhood is developed</p> <p>Contact your local planning authority and your local councillors to bring the findings in this report to their attention. Ask them to show strong support for your local food web in their policies</p> <p>Set up a scheme to transport food from town to home to avoid need to use cars – such as trolleys and trolley parks, or like the Pedicabs used in Hereford (see Ledbury Food Group case study)</p>

What are the issues?	Why does it matter?	What needs to be done and how?		
		By local authorities	By businesses	By community groups and local people
Local food producers as smaller businesses tend to operate with a higher cost base, making it difficult to compete with larger businesses producing 'anywhere' food	<p>Low farm gate prices are making small and medium-sized farms unviable leading to a less diverse farming system and countryside</p> <p>Traditional farmsteads important for the character of rural areas are lost</p>	<p>Public procurement officers can increase opportunities for small local producers by:</p> <ul style="list-style-type: none"> - Setting specifications and assessment criteria for the freshness, seasonality and frequency of delivery of produce - Training staff on how to get the best from catering contracts - Splitting larger contracts into lots, for example into product groups or by distribution area - Advertising opportunities to local producers through the competitive tendering process³⁷ 		
Businesses could do more to promote the wider environmental benefits of local food	<p>The benefits to the environment of local food are often perceived to be mainly lower CO₂ emissions from fewer food miles. This view ignores wider benefits</p> <p>Raising awareness and understanding of wider benefits may strengthen shoppers' commitment to local food</p>		<p>Businesses could better promote local food by explaining its wider environmental benefits:</p> <ul style="list-style-type: none"> - Reducing waste - Conserving energy through seasonal growing without artificial light/heating - Keeping smaller and traditional farms viable - Maintaining a diverse farming system - Supporting less intensive forms of agriculture - Protecting wildlife habitats and important landscapes such as the Wye Valley and Malvern Hills Areas of Outstanding Natural Beauty - Preserving traditional breeds and distinctive fruit and vegetable varieties 	<p>Try a 'local to Ledbury' diet for a month, sourcing all your produce from a 30-mile radius; see the Fife Diet website www.fifediet.co.uk</p> <p>Shop and cook seasonally using local food as a guide; get a seasonal cook book or find seasonal recipes at Slow Food Herefordshire (www.slowfoodherefordshire.org.uk)</p> <p>Join the Ledbury Food Group and take action to take control of your food supply</p> <p>Seek support from the local authority to set up a food trail including key local food shops, cafés, restaurants and producers³⁸</p>
Sustainable local food systems need strong support from the public, civic society, businesses and government at all levels environmental benefits of local food		Herefordshire Council should ensure that policies in its new Local Development Framework support and meet the objectives of the Herefordshire Food Strategy		

CONCLUSION

Ledbury is a small but vibrant market town with a reputation for local food. The local food web has a wealth of retailers and producers with strong customer support for local food and outlets that sell it. The high street and town centre remain healthy and distinctive with a good mix of ‘traditional’ independent outlets including greengrocers, butchers, a town market, a country market, convenience stores, cafés and pubs. Farm shops and box schemes provide additional access to local food beyond the town centre. A high percentage of food at these outlets is sourced locally from over 90 producers from Herefordshire, Worcestershire and Shropshire. The range of outlets enhances the vitality and character of the town, which helps attract visitors and tourists.

The food web offers multiple benefits to the town and its hinterland. There is good availability of fresh local produce, particularly meat, in and around the town, mainly supplied directly. This supports demand for fresh, high quality food that tastes good. Outlets support the wider community too through donations and sponsorship, and provide a friendly and personal service which shoppers appreciate. They also create valuable jobs in the town and support many more local jobs in the supply chain. Businesses actively work to support and promote each other in a variety of ways. Direct trading offers many advantages: it builds trust between businesses, offers customers quality assurance and traceability, reduces transport costs, cuts food miles and offers routes to market for local producers. A high proportion of producers farm in ways that help to maintain the local countryside, contributing to the beauty and diversity of the landscape, including nationally important areas in the Cotswolds, Malvern Hills and Wye Valley.

The community-based research we report here illustrates the scale of the local food web and how it benefits the town and the area.³⁹ Action is needed to ensure this web survives and can grow and thrive in the future. While there is a demand for fresh local food in Ledbury, the large majority of shoppers still turn to supermarkets for their main shop, for the convenience of a one-stop shop and longer opening hours. Supermarkets also appeal to less active shoppers or families with children as they offer free car parking close to store. Small outlets struggle to compete with this.

The Tesco supermarket in Ledbury is currently on a town centre site, but since this research was concluded, Tesco has submitted and then withdrawn plans for a new 29,000 square foot superstore on the edge of the town.⁴⁰ This development was opposed by 60% of residents.⁴¹ Since this application Sainsbury's has announced its wish to build a 30,000 square foot superstore on land opposite the proposed Tesco site at Leadon Way, Ledbury.⁴² The earlier Local Plan and the emerging Local Development Framework contain a number of policies that support the local food web and the local economy, as do the objectives of the Herefordshire Food Strategy, of which Herefordshire Council is a partner. These policies and objectives would be seriously undermined if either of these superstores ultimately received planning permission. If the food web is disrupted by such a development, many of the benefits it brings to the local economy, environment and community could be lost.

To support the local food web, Herefordshire Council's new Local Plan policies should reflect the aims and objectives of the Herefordshire Food Strategy and strengthen existing protection for strong town centres and a diverse retail mix. This could safeguard essential local food outlets which broaden choice and serve the townspeople's everyday food needs. Policies should also reinvigorate Ledbury's status as a traditional market town by supporting proposals for a new farmers' market. Additionally, procurement policy should be geared to developing a stronger, sustainable supply chain by creating opportunities for smaller local producers to tender for contracts. These measures could also serve to develop Ledbury's relationship with its rural hinterland through its food supply.

Local businesses and the community can also strengthen the local food web by ensuring the actions suggested in the Herefordshire Food Strategy are supported and carried out. Businesses could promote local produce better by developing a 'local to Ledbury' brand, promoting the town as a local food location and emphasising links to sustainable agriculture and management of local countryside, including the iconic landscapes of the AONBs and the Brecon Beacons National Park.

Lastly, shoppers in Ledbury can do much to support their local food web in simple ways such as by asking where their food comes from, seeking out shops which sell local food and buying more seasonal local produce. Those who wish to get more actively involved could join and build new initiatives through the Ledbury Food Group.



APPENDIX A

Information about the area

Ledbury is a bustling market town of approximately 9,000 people by the River Leadon in south-east Herefordshire, on the fringe of the Malvern Hills Area of Outstanding Natural Beauty (AONB).⁴³

History

The town has a distinguished history, beginning life as a small religious centre as far back as the Norman Conquest. The large congregations that gathered brought opportunities for trade, and the town soon grew into a vibrant market place selling all manner of goods and produce. By the 12th century Ledbury had been granted a Royal Charter and in the coming centuries saw considerable expansion through to the industrial revolution.⁴⁴

Local government

Responsibility for government at the most local level lies with Ledbury Town Council, a civil parish council. The Ledbury Town Plan, agreed after extensive public consultation, is one of the first of its kind for a market town, and emphasises the need to consider local distinctiveness, sustainability and community participation in future developments.⁴⁵ Responsibility for spatial planning, planning policy and development management rests with the unitary authority, Herefordshire Council.

Culture

With its array of shops, pubs, restaurants and cafés, the town has long enjoyed a thriving food culture, offering the finest local and regional produce. Ledbury's Tudor and Georgian architecture and cobbled streets have appeared on screen, and the town hosts a number of festivals, including Ledbury in Bloom and the Ledbury Poetry Festival – a celebration of its rich literary heritage. Citizens' groups and charitable trusts such as the Ledbury and District Civic Society are also well established in the area. They have been instrumental in promoting civic pride and maintaining the beauty and character of the town.⁴⁶

Geography and land use

The 'local' supply area – defined for this project as up to 30 miles from a 2.5-mile radius core study area centred on Ledbury – spans a diverse landscape, including the Cotswolds, Malvern Hills, Shropshire Hills and Wye Valley AONBs, National Park land and some of the richest pastures in the country. To the west, it stretches into Wales to the Brecon Beacons National Park, and it reaches south to the ancient woodlands of the Forest of Dean and the mouth of the River Severn. East of Ledbury, the area covers the rolling countryside of Worcestershire and the Malvern Hills. Livestock farming is widespread, and the distinctive breed of local cattle, the Hereford, is known across the globe. The predominance of heavier clay soils makes the area less favourable for arable cultivation than the east of England. However, there are many apple and pear orchards, and despite gradual decline, these remain famous for cider. Dairy farms were once common in the region, though their numbers are dwindling in part due to uneconomic milk prices.

Economy

Until recently the town was home to the Robertson's jam factory, which was a major employer in the area. Production moved to Cambridgeshire in 2007.⁴⁷ Universal Beverages, which processes fruits for cider producers, now occupies the site. Manufacturing, wholesale and retail trade are the largest sources of employment, representing over 40% of the workforce. Only 3.5% of jobs are in agriculture and forestry, though this is somewhat higher than the national average.⁴⁸ Unlike many other English towns, Ledbury has kept much of its diverse retail character with many traditional independent outlets, and thriving country and street markets. The town does have two large supermarkets – a Tesco and a Co-operative.⁴⁹ Tourism is also a mainstay of the local economy, with visitors drawn to the town's picturesque location, historic buildings and thriving markets.

Population

The local population has an older age profile than the country as a whole, with retirees accounting for over a quarter of all residents. The area is also relatively affluent. Unemployment levels are low, and a greater proportion of people than nationally are educated to degree level.⁵⁰



APPENDIX B

National project overview

Background

The concept of a local food web stems from the work of Caroline Cranbrook. In 1998 Caroline grew concerned about the impact of a proposed superstore on her local market town of Saxmundham in east Suffolk. She researched the local food network and showed its importance to Saxmundham, and the surrounding towns and villages.

Caroline found that local food producers, wholesalers and outlets depended upon each other and also supported local businesses such as builders and electricians. Local outlets provided an accessible market for new food business start-ups. Keeping local shops open gave people access to good affordable food and places to meet. By providing a market for their produce local outlets enabled farmers to raise livestock which, through grazing, maintains important nature reserves and beautiful Suffolk river valleys such as the Alde.

CPRE published Caroline's findings in *Food Webs* (1998) and in *The Real Choice: how local foods can survive the supermarket onslaught* (2006), which shows how the local food web has prospered since the superstore development was turned down.

This research suggested local food networks with similar benefits exist elsewhere, but further evidence was needed.

I have lived in Ledbury for 11 years and been involved in local Transition food groups, believing that supporting a locally produced food culture was essential to maintaining a resilient community. My experience was that simple things like lively markets and labelling the provenance of local food in shops increased engagement of shoppers in their local food economy.

When I become a volunteer with the Ledbury CPRE mapping group and began interviewing and talking to local producers and retailers I discovered their passion for what they produced and sold and how close the relationships had become, some going back 40 years in the case of one farmer and butcher.

The CPRE food web mapping project was enjoyable, producing a depth and variety of information that gives me greater pleasure shopping in the High Street because I know more people and more about our local produce. Many people in Ledbury appreciate the variety and quality of our local shops and do their best to support them.

Beverly Kinnaid, Ledbury volunteer

Aims of the national project

Mapping Local Food Webs is a national project led by CPRE, supported by Sustain, and funded from 2007 to 2012 by the Big Lottery Fund through the Making Local Food Work programme. The project engages people in researching their own local food web in up to three towns and cities in each of the eight English regions.

The project aims to increase the local community's understanding of the size and importance of the local food web and its impact on local people's lives, livelihoods, places and the countryside. It explores the relationships between what people buy and eat and the character of their town and the surrounding countryside. Finally, it aims to increase support for greater local food production and better supply in local outlets, and to strengthen and secure local food webs across the country.

Individual mapping projects have been running since early 2009 in 19 towns and cities across the country. We selected each on population size (below 10,000, 10,000-30,000, over 30,000) and to achieve broad coverage of the relevant region. In each location we established a core study area defined by a 2.5-mile radius circle usually centred on the town or urban area. Beyond that, we defined a 30-mile radius circle as the local supply area.

The project employed regional co-ordinators to recruit and support local volunteers to research shoppers' attitudes to local food, identify and interview outlets selling locally sourced food in the core study area, and interview a sample of their suppliers. We held open public meetings and workshops to involve local residents and businesses in the project, to raise awareness of the issues and to gather information on barriers and opportunities to local food.

Definition of a local food web and local food

A *local food web* is the network of links between people who buy, sell, produce and supply food in an area. The people, businesses, towns, villages and countryside in the web depend on each other, and this interdependence benefits livelihoods, quality of life and the quality of places.

This project defines *local food* as raw food, or lightly processed food (such as cheese, sausages, pies and baked goods) and its main ingredients, grown or produced within 30 miles of where it was bought.⁵¹

APPENDIX C

Overview of the Ledbury project

Ledbury was the smallest of three towns mapped in the West Midlands, alongside Shrewsbury and Kenilworth. Regional co-ordinator Rachel Harries recruited and supported a team of local volunteers. The project ran from September 2009 to June 2010.

Area covered

The core study area (a 2.5-mile radius circle from the town centre) covers most of the town and outlying villages of Wellington Heath and Eastnor. The 30-mile supply chain area is dominated by Herefordshire and Gloucestershire but extends east into Worcestershire, north into Shropshire and west to Powys in mid-Wales and Monmouth and the Brecon Beacons National Park to the south-west. It covers several AONBs: all of the Malvern Hills and Wye Valley, as well as parts of the Shropshire Hills and Cotswolds.

Main project activities

These were:

- holding a public launch meeting
- screening 26 food outlets within the core study area and identifying 25 selling locally sourced food (18 independent stores, one supermarket, two convenience stores, one box scheme and three market stalls)
- interviewing 16 outlets (64%) selling local food (11 independent stores, one supermarket, three market stalls and one convenience store) on aspects of their business, including its economic, social and environmental impact, and to identify their main local suppliers
- running a public participatory workshop
- running an action planning workshop based on initial findings
- interviewing a sample of 12 supply chain businesses (13%) of a minimum of 95 identified
- interviewing 130 food shoppers on attitudes to local food and purchasing habits
- speaking to 45 people in the street about their experience of local food
- presenting initial findings at a public feedback meeting⁵²
- researching case studies.

Scope and limitations of the research

Data collection

Local volunteers carried out field research using questionnaires and workshop models developed by a university research team and pilot tested in six locations.

The approach taken was:

- for food outlets – to identify and screen for local food sales; to interview as many local food outlets as possible, with retail as the priority
- for suppliers/producers – to interview all businesses in the supply chain of two products in each of seven main product types (meat, processed meat, dairy, eggs, fruit, vegetables, preserves) with a target of seven simple (single stage or direct) and seven complex (multiple stage) supply chains

- for food shoppers – to sample shoppers in a range of locations including streets, markets and community venues in different areas. To achieve a broad sample of ages and income levels, we set a minimum of 20 respondents in each age and income band with an overall minimum of 120 surveys. Guidance was given on achieving gender diversity and good representation of ethnic minorities, although targets were not set.⁵³

In general, the success rate for these targets was good for outlets, suppliers and shoppers. We interviewed over 20 shoppers in every age band except 15-24 (seven shoppers) and 25-34 (14). For income, coverage was high in four bands from £10k to £40k but lower for higher ranges: £10k or less – 12; £10-20k – 19; £20-30k – 17; £30-40k – 16; £40k-50k – 12; £50k-60k – nine; £60k-70k – nine; over £70k – four) with 19% giving no answer.

Data analysis

CPRE staff and volunteers collated and analysed statistical and qualitative data (mainly answers to open questions or workshop comments) which underpin the findings in this report.

We interviewed a high percentage of retail outlets so, though samples were not randomised or stratified and are not strictly representative, we believe they strongly illustrate trends and issues. Unless a different source is given, statistical evidence derives from direct answers from businesses interviewed with mid-point figures used where answers are given as range data. We note where statistics are produced by extrapolation to a larger population. Supply chain businesses were selected on the basis of product type and to this extent selection was randomised.

Qualitative findings are drawn from comments organised and coded by theme then corroborated by several interviewees (usually five or more) and where possible cross-referenced to comments from other surveys and the workshop/public meeting. In general, we give greater weight to businesses than shoppers, as we interviewed a much higher percentage of the total business population. Shopper surveys were analysed both thematically and statistically.

Where we refer to 'local' or 'locally sourced' food or produce we have relied upon information supplied by outlets, but we have independently confirmed the location of supply chain businesses. It was beyond the scope of this research to verify whether produce is entirely or partially locally grown or raised, although many suppliers are identifiable as primary producers (mainly farmers or growers).

APPENDIX D Community feedback and action planning workshop

In June 2010 Ledbury volunteers ran a successful workshop with local shoppers, retailers and producers to report on and verify research findings and to suggest actions to support the local food system.

The volunteer team prepared nine 'headline' statements to reflect the main themes identified in data gathered from June 2009 to February 2010. Participants responded to statements on Post-it notes to agree, disagree, suggest actions and comment.

Responses

Comments strongly supported the following statements:

1. Local outlets and suppliers don't fully exploit opportunities to work together and benefit from each other's knowledge

Opportunities were highlighted for local businesses to work together to improve access and convenience, remove barriers and market themselves better.

2. Freshness, quality and taste are the key reasons why people buy local food in small shops in Ledbury

3. People in Ledbury buy local food from local outlets because they feel able to ask about where it comes from and how it is produced

Comments reflect the value of interaction between shoppers, outlets and producers for its contribution to a sense of community, personal and friendly service creating a better 'retail experience', greater understanding of where food comes from and building support for local businesses.

4. The character, history and beauty of Ledbury provide a good opportunity to boost the sale of local food

Participants commented on Ledbury's character as a market town with its independent shops and the natural heritage of the area, including its food culture, contributing to its reputation and attractiveness as a place for tourists to visit and to its vibrancy as a place for locals to meet up and enjoy shopping.

Comments broadly disagreed with the following statements:

5. Local food is too expensive

Participants felt strongly that local food was competitive on a like-for-like basis with supermarket prices but that local food often offered better quality and freshness without the hidden costs of excessive transport, waste and low wages for agricultural workers.

6. Local producers and growers are interested in protecting the environment and preserving the landscape

Comments show an understanding that farming is more complex than this statement suggests. Producers first of all need to make a living, but they may have an interest in the environment whether farming organically or not. There may be a knowledge gap, with some farmers unsure of the best practices, or they may be forced through market pressures to use less environmentally sensitive techniques.

No overall conclusion: three statements generated comments for and against.

7. Parking is a barrier to people doing their main shop on Ledbury high street

For some the cost of and access to parking prevented them using the high street, as did needing to carry heavy shopping bags;

others had few problems or used the high street mainly for top-up shopping but wanted existing parking to be protected.

8. Shopping for local food needs to be made as convenient as shopping in the supermarket

Opinions were divided between those seeing local shops needing to compete through convenience against those who felt their shops should remain special and distinctive and that supermarket levels of convenience would come at too high a price for them.

9. Buying local food supports farming practices that are sensitive to the environment, preserve the landscape and protect animal welfare

Some agreed and in particular thought that more direct contact with producers might help achieve this. But for others this statement seemed naïve, with doubts about how one could know or be sure a local farmer took more care than one many miles away.

Key actions

Participants voted to select three key statements and discussed actions in greater depth:

1. Freshness, quality and taste are the key reasons why people buy local food in small shops in Ledbury

Suggested actions:

- advertise and market the quality and freshness of local food through local media including a food column in local papers, leaflet drops, websites; develop a tourist information centre map listing local food shops; develop a high quality local food mark for Ledbury
- run local food-related events and schemes including in-store and dedicated tasting events, a regular food fair, a Ledbury rewards scheme for spending in local shops, visits to local producer farms
- improve information and education by developing tools such as a local food directory, a map-based website to make provenance of local food clearer; develop materials for schools; encourage businesses to tell the story of their products to customers.

2. The character, history and beauty of Ledbury provide a good opportunity to boost the sale of local food

Suggested actions:

- set up food trails and publish maps of routes to promote visits to local food producers
- develop a Ledbury food fair or festival (as in Abergavenny) including visits to farms and other producers
- ensure planning protects the town's historic character to maintain its attractiveness to visitors; apply for Slow Food Town status for Ledbury; retain the open-air market to support local producers; improve access to shops for parents with buggies and those with mobility scooters.

3. Local outlets and suppliers don't fully exploit opportunities to work together and benefit from each other's knowledge

Suggested actions:

- establish a local food forum to bring together producers to co-operate on sharing knowledge, growing the local food market, sharing food distribution and for study visits
- develop a not-for-profit food co-operative to support production and distribution of local food
- develop and market a 'Local to Ledbury' food brand and logo.

APPENDIX E

Endnotes

- ¹ Cranbrook, C, *The Real Choice*, Campaign to Protect Rural England, 2006
- ² In early November Tesco withdrew the application unexpectedly and shortly before it was due to be debated by Herefordshire Council's main planning committee: 'Tesco shelves plans for new superstore in Ledbury', 3 November 2011, *Hereford Times*, www.herefordtimes.com/news/9340481.Tesco_shelves_plans_for_new_superstore_in_Ledbury/
- ³ Two outlets make up £5.1 million of the total annual turnover of £7.3 million but have a relatively low percentage of locally sourced produce (10-20%) and this has depressed the overall average.
- ⁴ SPAR is a 'symbol' group: individual SPAR members are independent but benefit from being part of a large international organisation with collective buying and marketing power, a strong corporate image and access to a range of equipment and resources. This enables the County Store SPAR in Ledbury to buy from a regional wholesaler who sells in bulk at a competitive price. www.spar.co.uk/AboutUs/CompanyInfo.aspx
- ⁵ 'For the average small business, business rates are their third largest overhead, after rent and wages' reported in London Assembly, *Cornered Shops*, July 2010, p.29 and based on evidence from the Federation of Small Businesses
- ⁶ Evidence from the Royal Borough of Kensington and Chelsea (letter to the Planning and Housing Committee, 19 January 2010) cited in London Assembly, *Cornered Shops*, July 2010, p.30 www.vo.gov.uk/business_rates/
- ⁷ www.boxfreshorganics.co.uk
- ⁸ DEFRA, *Basic Horticultural Statistics*, 21 July 2010
- ⁹ See Common Ground, www.england-in-particular.info/orchards/o-note21.html; the import of cheap fruit alongside land take for new houses and roads has eliminated many local and commercial orchards in the UK.
- ¹⁰ 'In the cider-producing counties in the South West of England (primarily Devon, Somerset, Dorset, Gloucestershire and Herefordshire) or South East England (Kent, Sussex and Essex) wassailing refers to a traditional ceremony that involves singing and drinking the health of trees in the hopes that they might better thrive. The purpose of wassailing is to awake the cider apple trees and to scare away evil spirits to ensure a good harvest of fruit in the autumn.' Cited in en.wikipedia.org/wiki/Wassail
- ¹¹ 49% of shoppers responded.
- ¹² Figures denote percentage of respondents with 123 of 130 shoppers (93%) answering this question.
- ¹³ We carried out a regression analysis of the data which showed no significant relationship between the percentage of weekly shop allocated to local food and household income.
- ¹⁴ Little Verzons Farm Shop or Roots at Little Verzons www.herefordpedicabs.com
- ¹⁵ www.ledburyallotmentassociation.co.uk
- ¹⁶ 33% of shoppers
- ¹⁷ www.neweconomics.org/press-releases/clone-town-britain-2010-high-street-diversity-still-on-endangered-list
- ¹⁸ LED – low energy lighting based on light emitting diodes
- ¹⁹ WRAP, *The Food and Drink We Waste*, 2009
- ²⁰ 8 of 11 – including Dragon Orchard (interviewed during 2011 case study research)
- ²¹ Traditional Breeds Meat Marketing Company, www.tbmm.co.uk
- ²² Soil Association, *Organic Market Report 2010*, p. 8 www.soilassociation.org/LinkClick.aspx?fileticket=bTXno01MTM=&tabid=116
- ²³ Soil Association, *Organic Market Report 2010*, p.4
- ²⁴ Soil Association, *The Lazy Man of Europe: Wake up to what Europe can teach the UK about backing organic food and farming*, January 2011
- ²⁵ Soil Association, *Organic Market Report 2010*, p.3
- ²⁶ This refers to cattle that are normally fattened 90 to 160 days before slaughter.
- ²⁷ Herefordshire Unitary Authority Core Strategy 1998-2011 www.herefordshire.gov.uk/docs/MTRAP_Scoping_Report.pdf - The latest version of Herefordshire Council's Local Development Scheme, published in January 2010, confirms that a Market
- ²⁸ Towns and Rural Areas Development Plan Document will form part of the Local Development Framework in addition to the emerging Core Strategy; its main purpose is to ensure that the market towns and their relationship with the surrounding rural areas are developed in a manner consistent with the Sustainable Communities Strategy.
- ²⁹ Herefordshire Council, *The Place Shaping Paper 2026*, p.9: www.herefordshire.gov.uk/housing/planning/43195.asp
- ³⁰ Herefordshire Council, *The Place Shaping Paper 2026*, p.16, p.19
- ³¹ See Morley, A., Morgan, S. and Morgan, K. *Food Hubs: the 'missing middle' of the local food infrastructure*, BRASS Centre, Cardiff University, 2008: 'A Food Hub...may be thought of as acting as an intermediary that offers to put the produce of many suppliers, growers, farmers and processors into the hands of retailers, food service firms, public sector buyers and procurement consortia, and/or direct to the final consumer.' (p3) www.brass.cf.ac.uk/uploads/Food_HubKM0908.pdf
- ³² *Sustain Food Co-ops Toolkit – a simple guide to setting up your own food co-op*. www.sustainweb.org/foodcoopstoolkit/
- ³³ www.transitiontowtotnes.org/projects/food-link-project
- ³⁴ www.kindling.org.uk/projects/feedingmanchester
- ³⁵ These measures are permitted by European Union Directives, though specifying local produce is not. These recommendations are drawn from Food Links UK, *Best Practice in Sustainable Public Food Procurement*, June 2006, www.sustainweb.org/pdf/fluk_sustainable_food_procurement_June06.pdf
- ³⁶ Since the research, cider and orchard cycle routes have been established by Ledbury Cycling Group.
- ³⁷ The number of suppliers and producers given in this report is likely to be an underestimate of the real total as it is based on actual figures reported from outlets interviewed. That is, it is not extrapolated to estimate the number of suppliers who deliver to outlets not interviewed, nor did the research investigate widely the businesses in more complex supply chains – at more than one degree of separation from outlets.
- ³⁸ 'Tesco submits plans for larger site in Ledbury, 1 September 2011,' *Hereford Times*, www.herefordtimes.com/news/local/ledbury/9225456.Tesco_submits_plans_for_larger_site_in_ledbury/; also see note 2
- ³⁹ This was the result of an exit poll undertaken as part of a public consultation by Ledbury Town Council, June 2011. www.saveledbury.com
- ⁴⁰ Paul Ferguson, 'Plans to build Sainsbury's in Ledbury unveiled', 8 September 2011, *Hereford Times*, www.herefordtimes.com/
- ⁴¹ The population was 8,837 at the 2001 census; see Ledbury in Herefordshire Council, *Market Towns Key Statistics Profiles*, 2003 www.herefordshire.gov.uk/factsandfigures/docs/research/ks_ledbury_mkt_town.pdf
- ⁴² Ledbury and District Civil Society www.ledburycivicsociety.org/lookingafterledbury/ledburyhistory.html
- ⁴³ Ledbury Town Council www.ledburytowncouncil.gov.uk/nfHome.asp?Section=The+Town+Plan&ButtonPressed=Sadmin84373
- ⁴⁴ Ledbury and District Civil Society www.ledburycivicsociety.org
- ⁴⁵ <http://en.wikipedia.org/wiki/Herefordshire>
- ⁴⁶ Office of National Statistics Neighbourhood Statistics for Ledbury Ward Industry of Employment - All People (KS11A) at www.neighbourhood.statistics.gov.uk
- ⁴⁷ <http://www.city-visitor.com/ledbury/supermarkets.html>
- ⁴⁸ www.mouseprice.com/area-guide/demographics/HR8/Ledbury.
- ⁴⁹ Please also refer to the data analysis section under 'Scope and Limitations of the research'.
- ⁵⁰ A total of 81 residents attended the three public events held under the project.
- ⁵¹ Some gender bias was expected as more women than men do food shopping. In DEFRA's 2007 *Survey of Attitudes and Behaviours in relation to the Environment*, 70% of the main food decision-makers were women. Therefore it was deemed not unreasonable for the sample to contain more women than men with a split of roughly 70% women, 30% men.

Making Local Food Work is a five-year £10 million programme funded by the National Lottery through the Big Lottery Fund. It helps people to take ownership of their food and where it comes from by supporting a range of community food enterprises across England. Community food enterprises are businesses run by communities for their benefit, which are involved in at least one part of growing, harvesting, processing, distributing, selling or serving local food. Examples include farmers' markets, community-owned shops, community-supported agriculture, country markets, food co-operatives and many others.
www.makinglocalfoodwork.co.uk

The Big Lottery Fund's Changing Spaces programme was launched in November 2005 to help communities enjoy and improve their local environments. The programme is funding a range of activities from local food schemes and farmers' markets, to education projects teaching people about the environment. Full details of the work of the Big Lottery Fund, its programmes and awards are available on its website: www.biglotteryfund.org.uk

CPRE fights for a better future for England's unique, essential and precious countryside. From giving parish councils expert advice on planning issues to influencing national and European policies, we work to protect and enhance the countryside. We believe a beautiful, thriving countryside is important for everyone, no matter where they live. Nationally, we don't own land or represent any special interests. Our members are united in their love for England's landscapes and rural communities, and stand up for the countryside, so it can continue to sustain, enchant and inspire future generations.

We aim to:

- Influence land use in town and country for people and nature.
- Protect and enhance beauty, tranquillity and local distinctiveness.
- Increase and harness public and political support for the countryside.

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