

SHIPLEY TOWN COUNCIL GREEN GRANT APPLICATION FORM

Mission Statement:

“To provide grants to people and organisations for purposes that further the [recommendations](#) made by the Citizens’ Jury and contained in Shipley Town Council’s [Climate Action Plan](#) (Transport, Housing, Education and Nature) to benefit, improve and support the environment and residents in Shipley (parish boundary)”

Name of applicant:

Jo Pike

Tell us about yourselves and/or what your organisation was set up to do:

This application is submitted by an individual and would therefore need the Town Council to host the grant.

Personal biography:

I am a semi-retired academic and researcher with a background in food insecurity and health promotion. My academic work has focused primarily on free school meals and large scale interventions aimed at improving children’s health and wellbeing. I have led a number of research projects which has involved day to day project management and administration, delivering on milestones, managing budgets and report writing.

Prior to becoming an academic, I was a gardener and trained at Capel Manor College in North London. I was awarded an RHS General Certificate and have been a keen grower of fruit and vegetables for many years, including on my allotment in Shipley.

What is your idea (that you are applying for these funds for)?

The problem:

We are currently living through the worst cost of living crisis in living memory. According to The Food Foundation, the average cost of a basic food basket, containing items required for an adequately nutritious diet has risen by 23.9% and 27.5% for women and men respectively since April 2022. Low income families need to spend around 50% of their household income on food in order to meet the basic dietary requirements set by Government. The rising costs of fruit and vegetables mean many families are unable to access affordable nutritious food with only 10% of adults eating the recommended 5 portions of fruit and veg a day.

At the same time, almost half of our vegetables and 80% of our fruits are imported from overseas putting our fruit and vegetable supplies at risk through geopolitical uncertainty and contributing to climate change. According to Market Intelligence Services (2022) over 50% of apples on supermarket shelves are imported.

“At a time of peak British apple availability, none of Britain’s six biggest supermarket chains had more than 65% British packs on shelf, with Asda only managing 23%”.

Imported apples come from as far away as New Zealand and South Africa, as well as Italy, Spain, France and Belgium. When apples are listed as British they are primarily transported from Kent, Herefordshire, Worcestershire and Essex.

While many people are turning to growing their own produce (APSE, 2022) for people in Saltaire and Shipley, this is not always possible given the lack of garden space available. Crucially, those people that do grow their own fruit and vegetables often struggle to harvest produce effectively because they lack the time, skills and equipment to do so. Consequently, at a time when our local community is struggling to meet basic nutritional needs, we are importing apples from overseas, while locally grown produce goes to waste.

The solution:

This project aims to build a local sustainable food network to pilot a project which will maximise consumption of locally grown fruit. It will

1. Establish a database of local fruit growers who need help to harvest surplus produce
2. Establish a network of local volunteer harvesters (sustainable food champions) to provide assistance with harvesting and fruit distribution
3. Building a network of local community organisations capable of processing and/or distributing surplus fruit.

Project plan:

There is ongoing scope for the development of this project but in the first year the aim is to pilot the project to assess whether it is beneficial to residents of Shipley, measure the environmental and health benefits and to determine the potential sustainability of the model. While it may be possible at a later date to include other fruit and vegetables, the initial project will focus primarily on rhubarb and apples (for ease of storing, transportation and harvesting).¹

Volunteer growers and sustainable food champions will be recruited through a local social media campaign, a bespoke project website, and printed materials. Press releases will be issued to attract attention from local press outlets which will maximise volunteer recruitment. Linking with other organisations such as Feeding Bradford and Keighley, Fruitworks, BEES, Allotment associations, town and district councillors will also help to publicise the project to gain maximum benefit for local residents.

The network of sustainable food champions will be pivotal to the success of the project. They will be trained in harvesting, storing and transportation of fruit using equipment purchased through the Green Grants Fund. Sustainable Food Champions will be asked to harvest fruit and deliver either to a community organisation that has signed up to receive it, or to list the fruit on the Olio app. The project will link with Share your Spare, part of Feeding Bradford and Keighley in order to maximise distribution. Full training will be provided for volunteers with an initial launch event and a follow up training event.

Network partners will be approached for their input via an initial meeting in February. Initial conversations have taken place with Fruitworks and Feeding Bradford and Keighley Network but further development work will take place over the course of the project. Other potential partners might include schools, community centres, churches and allotment associations. Further partners may be identified with support from the Town Council. Ideally network partners will be those that might add to the ongoing sustainability of the project and those that act as distribution hubs for surplus fruit.

¹ Rhubarb is an early crop with long growing season and generally produces large volumes of fruit which growers can struggle to use. Harvesting rhubarb should provide an early indication of any problems with the model ahead of the main apple harvest later in the year. Both apples and rhubarb can be easily harvested and transported and do not require chilled storage.

January – February: Set up phase.

This phase of the project will develop project materials and infrastructure, recruit volunteers and reach out to partners to form a sustainable food network. Specific actions during this phase include:

- Develop website with sign up forms for volunteer growers and sustainable food champions
- Distribute leaflets and posters to community venues
- Recruit 25 sustainable food champions
- Launch event for volunteers
- Initial meeting of Shipley Sustainable Food Network partners.
- Press and publicity
- Set up other social media
- Purchase of equipment

March – May: Development phase

This phase of the project will i

- Compile harvest schedule and map (working document)
- Volunteer training event
- Inspection of fruit trees (checking for pests and diseases, estimating size of crop and accessibility for harvesting)
- Second meeting of Shipley Sustainable Food Network Partners
- Harvest of rhubarb, and other early crops

June – October

- Continued harvest - apples, pears, plums, currants, cane fruit etc
- Distribution through community organisations, Share your Spare, and Olio

November – January

- Reporting to Town Council
- Debrief for partners and planning

Project management

Overall responsibility for project management will lie with Jo Pike. It is envisaged that a maximum 2 days per week will be required to manage the project in this year. Key tasks such as website design will be outsourced to a local Shipley based designer. The award holder will be responsible for organising volunteer recruitment, volunteer management, social media and publicity and volunteer training. Basic project administration including collection of baseline and summative data will also be carried out by the award holder.

Volunteers

Which element(s) of Shipley's [Climate Action Plan](#) does your idea address?

This project most directly addresses the nature climate priority. The Climate report recommends
“seeking funds to create a pollinator corridor composed of private and shared residential garden spaces that bridges communities living in affluent and more deprived areas.”

This project will ensure the maintenance of fruit trees across the ward which act as vital sources of sustenance for pollinators. In the first stage of the project we will assess the health of every tree before it is accepted for the scheme. This means we can identify common pests and diseases early on and advise on organic management. This should prolong the longevity of the trees as unproductive or diseased trees tend to be destroyed by their owners.

The Climate report also recommends

“public participation should be encouraged to support the development and execution of actions that provide sanctuary and sustenance for insects.”

This project directly engages both fruit growers and harvesters. Their participation in the project is crucial to its success and will help to build capacity and climate resilience among our community. Participants will have increased knowledge of fruit production, pest and disease management, harvesting and storage.
Furthermore, the project is one that is likely to capture the imagination of our local community. It will generate conversations about food production locally and encourage people to think more critically about food waste and local growing.

This project thinks globally and acts locally. While it contributes to the Nature Climate priority most directly, it indirectly addresses the broad aims of priorities identified in the action plan in the following ways.

1. Transport:

Shipley Sustainable Food Network will reduce demand for imported shop bought apples meaning lower emissions from transport.

Shipley Sustainable Food Network will reduce the need to drive to supermarkets as fresh fruit will be available at more convenient, walkable outlets.

2. Waste reduction:

Shipley Sustainable Food Network will reduce the need for packaged fruit contributing to a reduction in plastic waste

Shipley Sustainable Food Network will reduce food waste by ensuring fruit is not left rotting on trees in our area.

How will Shipley benefit from carrying out your idea?

1. Economic benefits

Freely available, seasonal fruit will address hidden food insecurity in our community
Local suppliers will be used to develop website and printed materials.
Volunteers may be able to use this project as a route to employment.

2. Public health

Free, organic, seasonal fruits have known health benefits with increased consumption impacting on diet related diseases
Focusing on whole fruit rather than juice will avoid potentially harmful dental health outcomes and possibly impact positively on dental health by reducing sugary snack consumption.

3. Education

Volunteers will increase knowledge about fruit consumption, organic growing, harvesting and preparation.

Our community may also increase knowledge about fruit consumption, organic growing, harvesting and preparation.

4. Community benefits

Creating a network of volunteers helps people to feel connected to their community and improves mental health outcomes for volunteers

Using existing community organisations as access points for fruit will support the sustainability of the organisation by ensuring more people are using their services.

How will you measure that you have successfully achieved what you plan to do?

Success of the project will be measured in the following ways

- Number of volunteer sustainable food champions recruited
- Number of growers recruited
- Estimated number of fruit trees maintained
- Kgs of fruit distributed to community.
- Number of sustainable food champions actively participating in project
- Number of growers actively participating in the project.
- Increase in self reported fruit consumption from recipients of fruit.

Community organisations and sustainable food champions participating as distributors will be asked to weigh produce and record the amount of fruit distributed to local people.

Volunteer growers will be asked to complete a survey at the start of the project which will establish their expectations at the outset. At the end of the project a summative survey will ascertain whether their expectations have been met.

How much funding are you seeking from STC? (maximum £2000): £ 1790

Total Cost of Project: £ 1790

Source of balance of funds: Not applicable

Please include a breakdown of costs:

- Website design £550 (quotation received from local web designer)
- Domain name £10
- Webhosting £70 per year
- Printing £ 240
- Venue hire: £120

Equipment

- Harvesters x 25 @£20 = £500
- Eco Trugs x 30 @ £10 = £300

and any estimated income (including other grants, admission charges, fund-raising, subscriptions and similar) for this project: None expected

Contact details:

Referees:

Please give the name and contact details for two referees who we can contact

Please sign and date to confirm you have read and agree with the
Criteria and Notes for Applicants

Signature of Applicant: Joanne Pike

Date: 5th January 2024

Applications should only be made on this form, which should be returned by Royal Mail or electronic mail **by midnight on Friday 5 January 2024** to:

**The Town Clerk
ShIPLEY Town Council
Town Hall, Kirkgate, Shipley BD18 3EJ**

E-mail: deputyclerk@shipleytowncouncil.gov.uk