

UNLOCKING THE POTENTIAL OF LOCAL FOOD AND FARMING BUSINESSES

DAWN EASTER

WHAT IS A FOOD ENTERPRISE ZONE?

- ❖ Government Initiative
- ❖ Funded by DEFRA
- ❖ Managed by Local Councils
- ❖ Help to overcome one of the barriers to growth
– planning permission!



WHERE ARE THE FOOD ENTERPRISE ZONES?

In 17 locations across England and vary in size from 7 to 70ha. They range from undeveloped greenfield sites to Artisan Food Villages.



SO..... HOW CAN THEY HELP AID SUSTAINABILITY FOR FOOD & FARMING BUSINESSES?

- ❖ Encourage investment
- ❖ Reduce costs
- ❖ Speed up development
- ❖ Work with Local Enterprise Partnerships
- ❖ Specifically for their local area – each Zone is different!



LOCAL DEVELOPMENT ORDERS (LDO'S)

Local Development Orders are made by local planning authorities and give a grant of planning permission to *specific types* of development within a defined area. They streamline the planning process by removing the need for developers to make a planning application. They create *certainty* and save *time* and *money* for those involved in the planning process

PRO'S & CON'S OF LDO'S

- ✘ Work is needed to be done up front, ecological surveys, archaeology etc
- ✘ Still need to go out to consultation and for everyone to have their say
- ✘ Still need to be approved by Planning committees.
- ✘ Once in place development can take place as and when it suits the business
- ✘ Still paperwork to be completed!
- ✘ Works only where there is no planning permissions

WHY ARE THEY IN THESE AREAS ONLY?

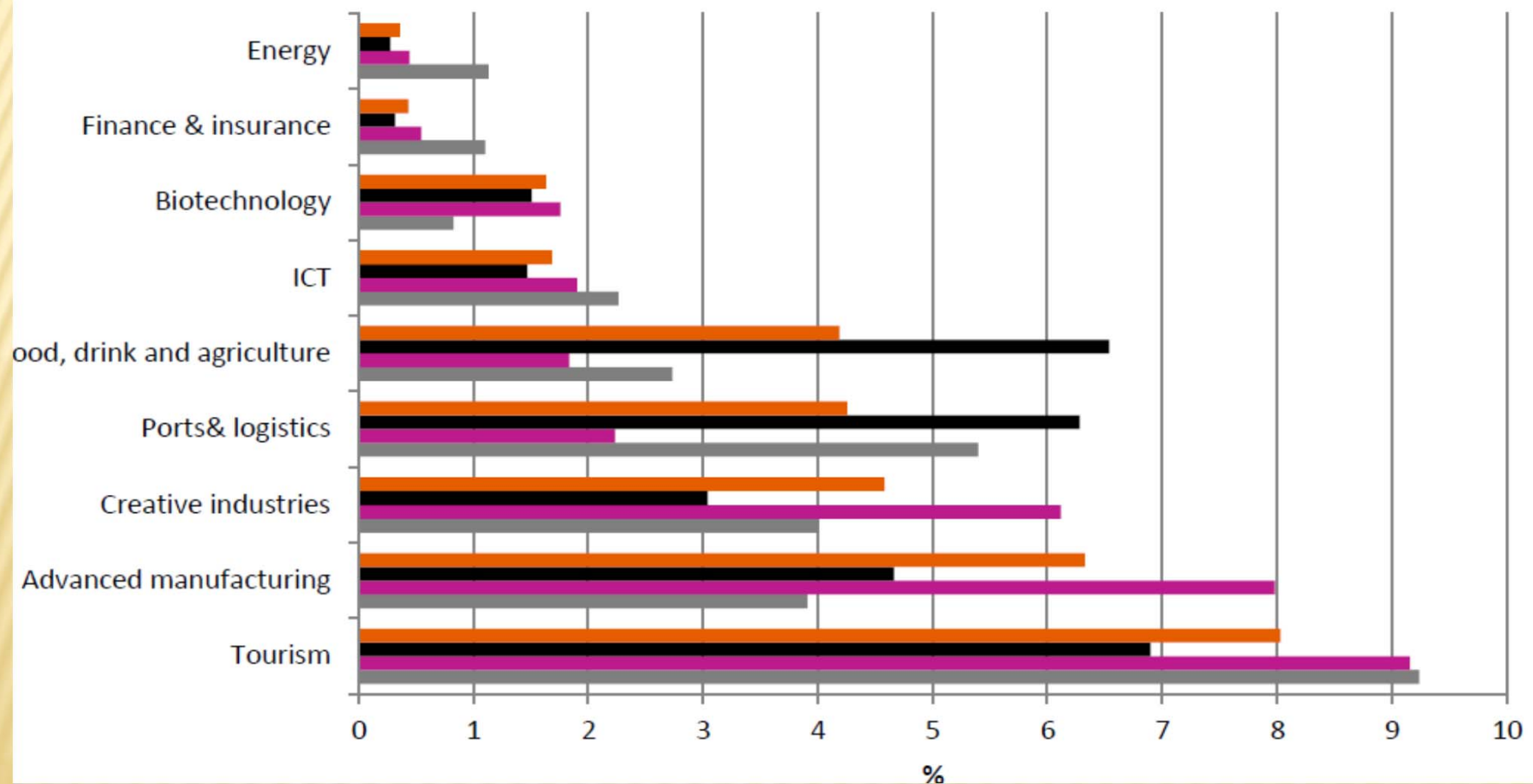
- ❖ Bids were submitted by local councils to DEFRA
- ❖ Based around existing clusters of agriculture and food production
- ❖ Areas with potential for growth and diversification



SUFFOLK – FOOD & FARMING



Figure 7, Employment in Suffolk key sectors, 2012



FOOD & DRINK PRODUCERS

- ✘ Muntons malt
- ✘ Aspall cyder & vinegar
- ✘ Ichiban sushi
- ✘ Gressingham Duck
- ✘ Copella apple juice
- ✘ Adnams & Greene King Breweries



SMALLER LOCAL PRODUCERS

- ✘ Suffolk Gold cheese
- ✘ Musk sausages of Newmarket
- ✘ Paddy & Scott's Coffee
- ✘ Suffolk Salami
- ✘ Dingley Dell Pork
- ✘ Munchy seeds
- ✘ Stokes Sauces



DRINKS GALORE!

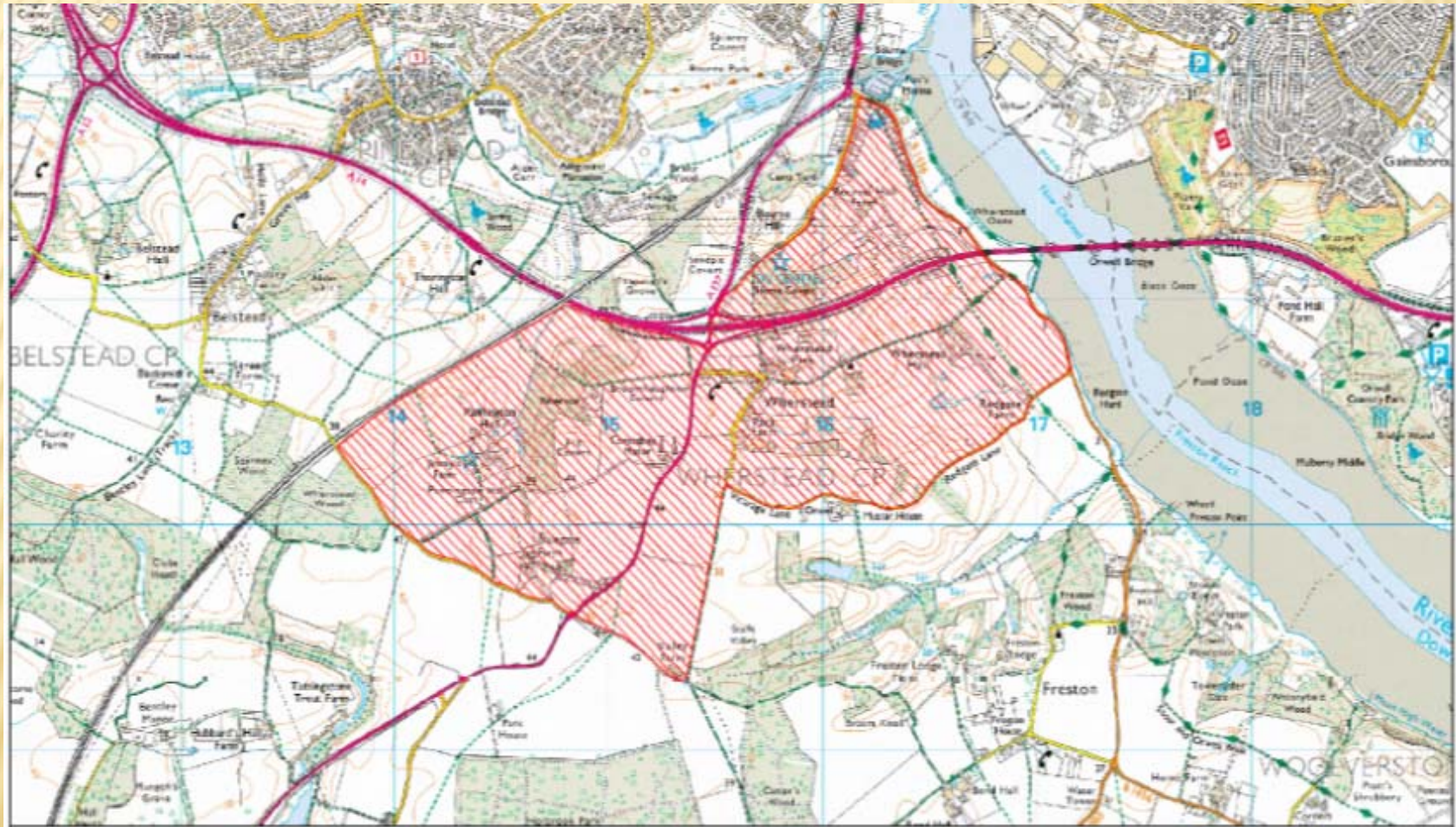


TOMATO GREENHOUSES



- ✘ £30m project under construction
- ✘ hydroponic
- ✘ 1st crop Feb next year – 50,000 vines per week, top quality supplied to supermarkets & restaurants
- ✘ All year round production, reduction of imported tomatoes from Spain, Canary islands etc

ORWELL FEZ - WHERSTED, IPSWICH



BABERGH DISTRICT COUNCIL
Corks Lane, Hadleigh, Ipswich. IP7 6SJ

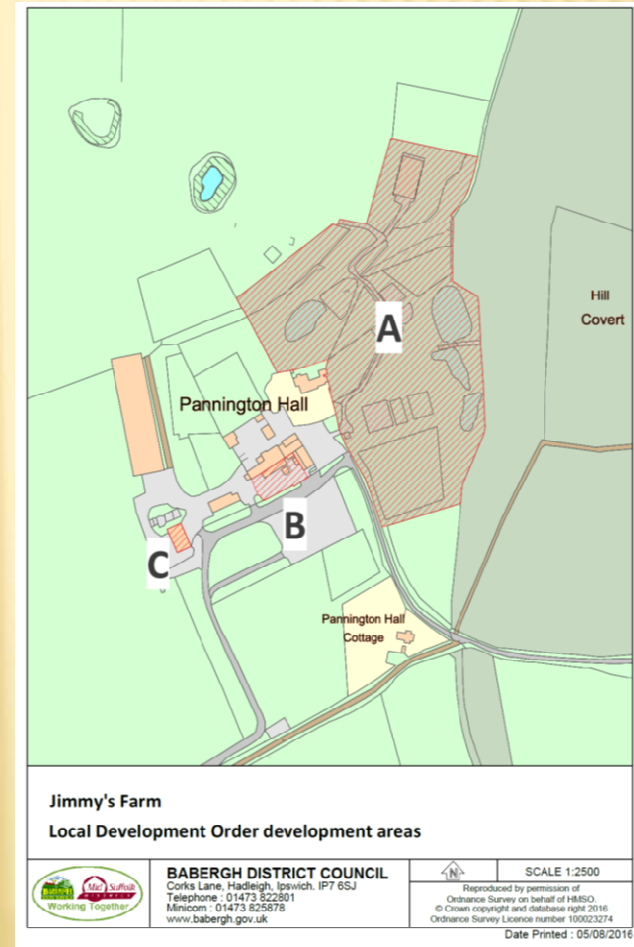
Orwell Food Enterprise Zone



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ORWELL FEZ – JIMMY'S FARM

- A – Kiosks & toilet blocks
- B – new offices & storage
- C – conversion into play barn



ORWELL FEZ – SUFFOLK FOOD HALL



STEVINS SITE



VERTICAL FARMING



TECHNOLOGY HUB FOR STOWMARKET?

- ✘ Centre of Excellence for AI?
- ✘ Agri-tech
- ✘ VR cluster
- ✘ Big Data users
- ✘ Remote monitoring



HOW ELSE CAN THEY HELP?

- ❖ Support for training, skills and apprenticeships
- ❖ Encouraging new businesses to start up and others to expand.
- ❖ Cluster together certain sectors
- ❖ Promote research, innovation and diversification.
- ❖ Attract new funding into the area
- ❖ marketing and promotion tool.



- ✘ Highlighting local artisan food
- ✘ Demonstrating well-paid career options
- ✘ encouraging apprenticeships as a route into food & farming



FURTHER INFORMATION

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