GROWING A NEW NORMAL

Pam Warhurst
Why bother?

- Huge weather swings
- Health problems through the roof
- Water wars on the horizon
- Increasingly divided societies

Where’s the leadership?
We galvanize our community through growing and celebrating local food.

We bring learning to life, from plot to playground.

We support local and we buy local.
And then...

...this happened

Todmorden: A group of friends with a shovel and some passion
Lambeth: People start to hear the story and dance to the same tune
100: Groups UK wide
IE:UK: The formation of a network for all the UK groups
Wigan: The beginning of the Incredible North
IE:Global: Around 1000 groups. France, USA, NZ.
WE’RE A GROWING MOVEMENT
Spread not scale
Green Routes → Roots
So
What’s
Next
Incredible grass roots innovators & change makers

Influence Anchor Institutions: Local Government, NHS & Social Landlords...

BE THE CHANGE
MAKE THE CHANGE
IF YOU EAT YOU'RE IN
A KINDER PROSPERITY
CHANGE THE SYSTEM
• Bend budgets
• Review use of public realm
• Repurpose healthcare
• Rethink curriculum
• Reboot enterprise funding to support sticky money
WHAT WOULD
GOOD LOOK LIKE?

- Procure local
- Pioneer STEAM
- Place good food at heart of the NHS
- Plan for edible towns
BELIEVE IN THE POWER OF SMALL ACTIONS