

This updates the March 2013 Growing Futures concept paper, by including ideas and information from the:

- Growing Futures Field Day
- Start-up Working Group SWOT analysis
- research that the SWOT analysis identified as necessary

It includes these sections:

- Key proposed changes
- Rationale
- Decisions for IEM Management Committee

### **Key proposed changes**

#### *Name*

Change the name of the proposed business from Growing Futures to Green Food Adventures (GFA)

#### *Overall emphases:*

- Increase focus on National Planning Policy Framework para 17 - developments that support transition to low carbon economy
- Reducing flood risk through site design - highlight importance of rain gardens and green infrastructure in urban flood risk reduction
- Work with HB Community Association and HB Partnership
- Tie in with Defra's Green Food Project
- Work on development of Eco-tourism policy for Calderdale

### ***The 5 in one business model***

#### *Permaculture growing:*

- An increased focus on the role of research/experimentation into agro-ecology farming methods, as part of a UK-wide resurgence of applied farming research and experimentation
- Following the Field Day, the permaculture growing business is imagined as a permaculture research & experimental market garden on the Mytholm Works site, linked to an approx 300 acre research/experimental arable farm on the tops, which Incredible Farm intends to set up.
- Incredible Farm Board have approved linking the proposed research farm with the Growing Futures permaculture research/experimental market garden.

- A 1 acre indoor growing site could be economically viable (if buy land with grant and marketing is successful)
- Potential to be Garden Organic seed library for North
- Other on-site permaculture growing would link to other aspects of the GFAC
- Possibility of pick-your-own on site

*Local produce market/processing centre - now "Managed workspace" for low carbon & sustainable food businesses (eg local produce sales, food processing, agro-ecology related light engineering, circular economy etc)*

- Broaden focus so that this becomes "Managed workspace" for low carbon & sustainable food businesses (eg local produce sales, food processing, agro-ecology related light engineering, circular economy etc). The building would need to be extremely flexible inside because the types of businesses could change over time eg if the growing project/experimental farm take off then there could be enough local produce to revert to idea of initial idea for local produce market/food processing centre.
- The model of Newlands Community Association's Inspire Business Park in Bradford is important
- Include corner shop on site
- Work with HB Community Association and HB Partnership to develop the Managed workspace

*Education/training resource*

- apprentices/visiting students/residential short courses
- support for edible curriculum in schools, particularly the social/community aspect of the edible curriculum (document and use development of GFAC as case study)
- Agroecology is growing in UK and has identified need for investment in agr. research and extension services
- Possible tie ins with Permaculture Association, Coventry Uni Centre for Agroecology and Food Security, local farmers, [Natural Environment Research Council's Centre for Ecology and Hydrology](#) & Biotechnology and Biological Sciences Research Council

*Eco-hotel and glamping*

- Find out if trees, slopes and mill dams are owned by Setbray since these have great potential for glamping sites
- Tie in with Calderdale College Leisure & Tourism/Hospitality department
- Eco hotel could be in part like a hall of residence for education/training courses (but this risks competing with low budget hostels eg HB Hostel)
- Could also offer this to other businesses in area that run training courses
- HB Partnership wants partners to develop tourism ideas and also to develop ideas for Tour de France legacy projects
- Can offer ideas for Calderdale Tourism Development Policy that are based on eco-tourism eg Cumbria's eco-tourism policies

### *Visitor attraction*

- model on Adventure Centres eg Newlands Adventure Centre in Cumbria - but with adventures in Green Food, not outdoor activities
- not posh (eg if do cooking courses, or food waste feasts, or whatever, will not be expensive foodie stuff but affordable and down to earth - no pun intended)
- the Adventure theme could extend to eg a natural swimming pool, Zipwire &/or ski-lift thing to get Savile Road people up and down
- rain garden
- outdoor hot tubs/saunas for HB people as well as visitors
- good day out for local families and kids
- children's natural play area
- resource for forest schools etc

### *Meanwhile projects*

- Permaculture observation
- tie in with Christine Tansey's citizen science project? <http://wtcampaigns.wordpress.com/2013/04/18/research-using-natures-calendars-citizen-science-data/>
- Institute of Endless Possibilities

## **Rationale**

See

- a) attached SWOT analysis
- b) attached Green Food Adventure Centre paper

## **Decisions for IEM management committee**

Are all or any of these proposed changes desirable? (Should they go in the sweetie jar?)-  
the May IEM management committee agreed these changes.