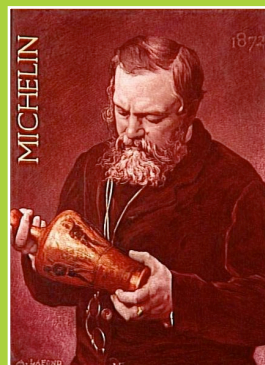


the new optimistsforum

scenario planning: food futures for birmingham



food & cities: birmingham 2050

A CITY IS MORE THAN A PLACE IN SPACE; IT IS A DRAMA IN TIME

what's happening

The New Optimists Forum is creating scenarios, food futures for Birmingham 2050, through facilitated meetings with regional scientists. Each event has live social media reporting.

The first event in November generated wide coverage, influential interest and several spin-off activities, including a second Forum event in February about food poverty in the city. The next event is on 1st March (#TNOfood).

Social media reporting, plus transcripts of the conversations, are analysed by us and by Aston University's Centre for Forensic Linguistics, all under the guidance of Warwick Business School.

supported by



the impact of the Forum at February 2012

- ◆ Food policy on the agenda for Birmingham's long-term strategic planning.
- ◆ We've established relationships with regional universities, the City Council, Minor Weir & Willis, Arup, the NEC Group and East End Foods; we seek to expand private sector involvement to include supermarkets & agribusiness.
- ◆ Richard Burden MP joined on-line live conversation on and, as a result, contacted Sainsbury's CEO Justin King on matters of food poverty/deserts in the city. This will also be taken up with other supermarkets such as Waitrose and Budgens, the latter to be invited to the House of Commons.
- ◆ The opendata mapping community joined the on-line live conversation on 2nd November; there is crowd-source means to map local food production.
- ◆ Kate Cooper attended the All Party Parliamentary Group on Agroecology at the House of Lords in December. [Her summary](#) was the first in the public domain and gained wide coverage as an "excellent report".
- ◆ London's Capital Growth, Brighton & Hove Food Matters, Todmorden's Incredible Edible, Sustainability, the Soil Association, the Forum for the Future and LandShare among many thousands of others in the UK and across the world know about and are excited by this project.
- ◆ Scientists, social scientists, the Chamber of Commerce, civic organisations, allotment holders, guerrilla gardeners et al want to contribute.
- ◆ Prof Jim Parle et al proposing 'Growing Birmingham' initiative to encourage and sign edible plants/planting in public spaces. Concept logo created.
- ◆ Talks with Birmingham Leadership Foundation about their young people's involvement in the latter phase of the scenario planning process.

forum activity plan at February 2012

updates & more info at www.newoptimists.com

2 November 2011

first event at Minor Weir & Willis

13 January 2012

Mappa Mercia food mapping in Birmingham (preliminary meeting)

19 January 2012

reports into Warwick Business School

9 February

facilitated dinner discussion among 4-6 scientists on food poverty

1 March 2012

second event at William Lench Court

April-May

dinner discussion on EBRI impact

May

reports and third-stage planning at Warwick Business School

June-July

scenario generation, possibly with industry & regionally-based postgrads

from Warwick Crop Centre & Harper Adams — with WBS guidance..

July-August 2012

first draft report completed, start of planning for a large scale event

Sept-Nov 2012: ano event/s

December 2012-early 2013

Birmingham food futures 2050 published in full. Possible launch at a large-scale consultative event.