

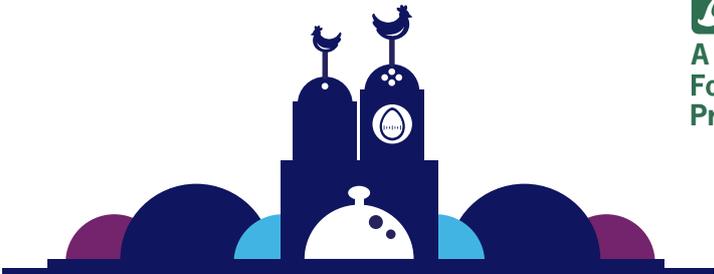


A Liverpool
Food People
Project

Supported by

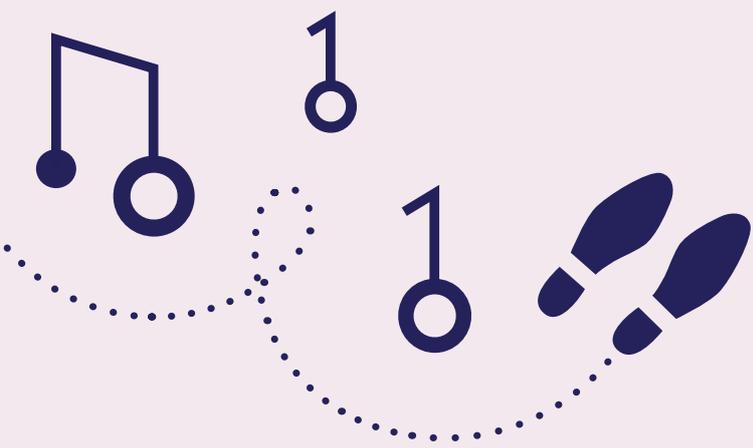
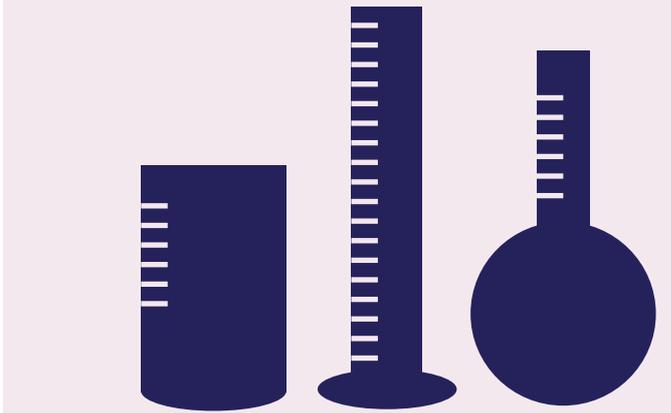


Department
for Environment
Food & Rural Affairs



LIVERPOOL





The food of our city and where to find it

Liverpool has a diverse food heritage, courtesy of our cultural mix of peoples and our own somewhat independent attitude. The Liverpool Scran project aims to raise the profile of the many hidden food gems within our city region – ranging from supper clubs to markets, junk food cafes to specialist cheese shops, makers of Scouse, bakers of bread, creators of the Maclair, the Homebaked Pie and the best bagels outside New York. We're coffee drinkers, plant food eaters, cheese tasters, jerk chicken makers and market shoppers. We want to take you on a food trail of discovery round the Liverpool City Region's many independent eateries, markets, farms and specialist shops.

Join us and find the best Liverpool Scran!

The city of Liverpool was named the third best destination¹ for travellers in the UK in March 2016 at the TripAdvisor Travellers' Choice Awards, beaten only by Edinburgh and London. The Liverpool Scran project wants to showcase the city's best food and drink to the thousands of visitors that come to the city – moving them away from the standard chains found in the shopping malls and taking them on a food trail of discovery round the Liverpool City Region's many independent eateries, markets, farms and specialist shops.

A key component of the project will be to embrace and welcome tourists to our region, collaborating across the city region to promote the diversity of local food options and setting up a template for continued promotional activity. This grant will help highlight the tremendous opportunity local food offers to our region. We've included Liverpool City Region rather than just the city of Liverpool, as Liverpool lacks an agricultural sector but we benefit from easy access to great farms within our region.

Including these farms on our trails and map is important, as it demonstrates the "local" produce aspect of food in city region. The Wirral, Halton, St Helens, Sefton and Knowsley all have great food places to entice visitors, and produce some amazing ingredients. For example we have local asparagus, strawberries and potatoes coming into our city from Claremont Farm² on the Wirral. Within Liverpool itself we have a thriving food sector, community-based initiatives such as HomeBaked Anfield³ and shops such as the Liverpool Cheese Company⁴ promoting a specific food. Liverpool Scran will be a fantastic way to showcase our local food offers to tourists and residents alike.

¹www.liverpoolecho.co.uk/news/liverpool-news/liverpool-named-third-best-destination-11074944

²www.claremontfarm.co.uk/

³homebaked.org.uk/bakery/

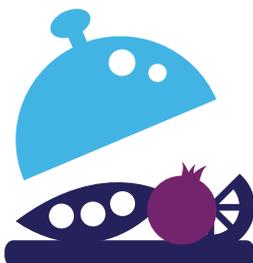
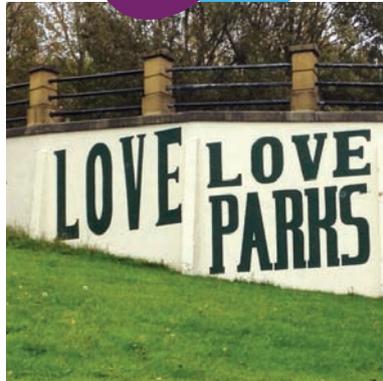
⁴www.liverpoolcheesecompany.co.uk/



Who are we?

Liverpool Food People are a food partnership set up by cooks, growers, campaigners, health workers, academics, environmentalists, beekeepers, recyclers, communities, farmers, bakers, educators and local people. We join together in a managed network to promote a sustainable food culture in Liverpool. We aim to make enjoying good food easy and affordable for everyone and to grow a thriving local food economy. We are registered as a not for profit company limited by guarantee.

Liverpool Food People are also members of the UK-wide Sustainable Food Cities (SFC) Network, which gives us strong shared links into national food and farming networks and extensive promotional opportunities, and our commitment to sharing learning on promoting Great British Food Tourism through our Network's communication channels.



Project Objectives

1.

To work with tourism officers, accommodation providers, food businesses and significant destinations within the Liverpool City Region to promote and support food based activity.

- a.** Ensuring that links are put onto websites, marketing materials displayed for visitors to pickup, “buy in” and support for the Liverpool Scran project.

2.

To create a celebratory awards system for sustainable food businesses within Liverpool City Region.

- a.** Creating awards that promote sustainable food objectives such as using regional produce and supporting other local businesses.
- b.** Expanding these awards across the Liverpool City Region.

3.

To promote awareness of Liverpool City Region’s food markets to tourists and residents alike.

- a.** Listings for all the markets within Liverpool City Region with dates, locations and examples of traders – to be available in downloadable form and as a leaflet.

4.

To collate a series of food trails around Liverpool city region that will direct tourists and residents to explore food businesses, markets, farms and independent cafes, restaurants and bars.

- a.** Minimum of 4 separate food trails mapped out, designed and produced for use.

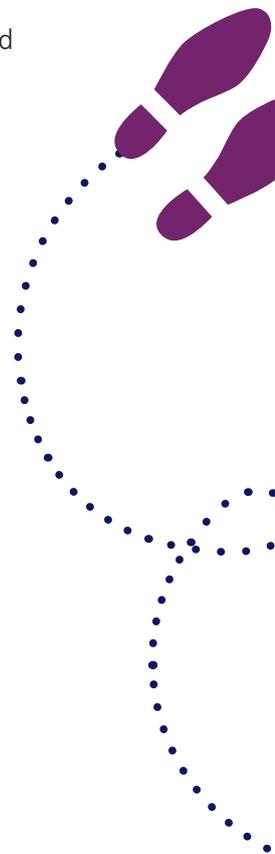
5.

To produce marketing information – printed postcards, leaflets, stickers, online information in printable pdf form:

- a.** Production of food trail postcards for distribution around the city region.
- b.** Creation of a food map (updateable) for websites/ social media.
- c.** Running a one-day pop up food market to celebrate local food producers, makers and sellers.



Find out more
about Liverpool Scran:
www.liverpoolscran.org



Geographical location:

Liverpool City Region, NW England – comprising the city of Liverpool and the associated boroughs of Wirral, Halton, Sefton, Knowsley and St Helens.

Target Audience:

Visitors to the Liverpool City region – including short stay day-trippers and over night stays. Local residents will also be targeted, as we want to increase awareness of the city region's food offer to citizens, the huge student population and businesses.







A Liverpool
Food People
Project

Supported by



Department
for Environment
Food & Rural Affairs

Join us

www.liverpoolscran.org

liverpoolfoodpeople@gmail.com

 [@LiverpoolScran](https://twitter.com/LiverpoolScran)

[@LplFoodPpl](https://twitter.com/LplFoodPpl)

