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| Job title           | Local Food Retail Coordinator (Maternity Cover)   |
| Organisation        | Sustain: the alliance for better food and farming   |
| Gross Annual Salary | £45,338 full-time pro rata (post offered at 0.8 FTE). This is a pay level 6 salary. This salary increases annually in April each year according to Sustain's pay scale and progression, subject to satisfactory performance. In addition, Sustain matches pension contributions up to 5% of gross salary. |
| Hours               | 0.8 FTE (4 days per week)   |
| Location            | Role is office-based in Cambridge Heath, London. Sustain offers working from home up to half of working hours, on request and subject to agreement after probation.   |
| Position type       | Maternity cover (9 months)  |
| Annual Leave        | 25 days Annual Leave based on 0.8 FTE (comprises of 16 days Basic Annual Leave + FTE proportion of public holidays + office closures) rising annually by 2 days to a top limit of 29 days.  |
| Closing date        | 10am, Tuesday 23 January 2024   |
| Website(s)          | <a href="http://www.sustainweb.org">www.sustainweb.org</a>  |
| Contact email       | <a href="mailto:recruitment@sustainweb.org">recruitment@sustainweb.org</a>  |
| Equal opportunities | Sustain is committed to being a welcoming and inclusive employer, including recruiting for diversity. Read more about our approach <a href="#">here</a> .   |
| Right to Work       | Entitlement to work in the UK. Sustain is not able to assist with applications for work permits.  |
| Other details       | Cycle to Work scheme available on salary sacrifice basis.   |

### About Sustain

Sustain is a powerful alliance bringing together around 100 organisations nationally – and hundreds more at local and regional level. We believe everyone should have access to healthy and sustainably produced food that protects people, animals, and planet. Working together, we run highly effective and creative campaigns, advocacy, networks, and demonstration projects, aiming to catalyse permanent changes in policy and practice, and to help equip more people and communities with skills as change-makers.

### About Sustain's work on Local Food

While this is a relatively new project, delivered under Sustain's Good Food Economy theme, our alliance has a long history working on local food in all its forms, from groundbreaking work on food miles in the 1990s, helping to steer the lottery programmes supporting Local Food, to more recently making the [Case for Local Food](#) to inform the Government's Food Strategy.

For Sustain, local food is more than the proximity between farm and consumer; it focuses on the myriad benefits associated with models that embody the local food ethos, accompanied by a social structure and supply chain different from the large-scale supermarket system.

Localised food systems can play a huge part in community renewal, providing more and better jobs in neighbourhoods, keeping money in local economies, delivering more for climate and nature on farms, and creating more responsive and adaptable supply chains. They are an important route to market for agroecological farmers, reducing emissions from transport, refrigeration and waste, and support more mixed farming systems.

### **Why now?**

In brief, the timing for local food is critical as we recognised local food economies can:

- Support trade for farmers as they navigate reform of agricultural payment schemes.
- Help engage people with food systems, fostering greater awareness and responsibility for its impacts at a time of climate and nature emergency and ultimately building demand and supply for local food.
- Build resilience in the face of fragile, overcentralised, and overstretched supply chains with an increased demand for food from more localised, sustainable and independent retail and other forms of supply.
- Address the dominance of a handful of supermarkets that has created a power imbalance which could threaten the future of UK fruit and veg supply and reduce resilience.

To address these challenges, Sustain and partners want to build a collective voice and plan for alternative supply chains to create opportunities for concerted policy support, investment, and profile to compete.

### **About the project**

Overarching aim of the role: To develop a multi-organisational programme to catalyse better, fairer, and more resilient trading in local food, to support nature friendly farmer-focused supply chains across the UK.

The project started in May 2023, thanks to funding from the Rothschild Foundation, who have also funded complimentary programmes being led by the Landworkers' Alliance.

The main workstreams of the role our outlined below, which have been started and take place over the course of 2 years (current end date April 2025):

#### **Workstream 1 - Growth Plan**

Develop a growth plan for increased retail market share for independent retail over the next 10 years, to help diversify supply chains and drive routes to market for agroecological produce.

*Note: We are not suggesting we can deliver it in full alone, rather we will advocate that Government, local and regional authorities, entrepreneurs, local development funders and other players adopt and implement this.*

This plan should include:

- A targeted increase in the number of enterprises active in direct/short supply chains and the percentage of local, sustainably produced food sold, with a focus on socially motivated enterprise.

- An increase in the number of farms (adopting and using agroecological methods) able to sell into diversified trading outlets and platforms, thereby reaching new local retail and trading mechanisms.
- Identification of gaps in critical food infrastructure across the UK e.g., abattoirs, processors, storage and refrigeration, packing, logistics and delivery, hubs, IT systems; and prioritising investment in those areas with best potential to support growth in diversifying farm to retail opportunities.
- Attention to communities/locations most in need of renewal and where food can play a key role, rather than only affluent parts of the UK.

### **Workstream 2 - Advocacy for Local Food Infrastructure Fund and other relevant policy levers**

Encourage other investors to support the growth plan (WS1) through investment, ideally as a formal Local Food Infrastructure Fund for the UK. This would also include:

- Advocacy to get Government, local and regional authorities to adopt the growth plan and targets.
- Encouraging investment at a local level (e.g. through local authorities), sector specific and national level (e.g. UK Shared Prosperity Fund).
- Engaging other charitable, public and innovative private finance and impact investors.

### **Workstream 3 – Research/Evaluation**

- Track the market share local food sold through independent retail.
- Develop metrics that are persuasive to socially motivated investors and decision-makers: Benefits of these supply chains to agroecological and climate-friendly land management, farm incomes and resilience, and indicators of social and economic benefits, such as jobs, job security and quality, multiplier effect, purchase, and consumption of healthier foods.
- Provide economic models of change: analysis of money flow in supply chains and building on good practice examples, and how these could respond to the changes needed to deliver on climate and nature targets, and for community wealth building.

The project has some budget secured to bring in support for WS1 (to support writing and consultation of the Growth Plan) and WS3 (collection of data). We envisage that future phases of the programme would include amongst other strands: securing investment for the sector; delivery of the Growth Plan; detailed mapping to identify localised needs and opportunities; national and local advocacy for complimentary policies; a large-scale public communications, media and marketing campaign.

### **Tasks and responsibilities**

For the 9-month maternity cover role, the coordinator's will be responsible for the delivery of Sustain's funded project on Local Food Retail. These responsibilities will include:

- Overseeing the development of a national Growth Plan for Local Food Retail (WS1). In particular:
  - Overseeing the running of the Local Food Growth Plan in collaboration with the Landworkers' Alliance and other partners
  - Planning and delivery of consultation events for local food practitioners and enablers around the country (travel may be required)
  - Analysis and write-up of enabler consultations to develop a set of key recommendations for the Growth Plan.

- Establishing research methodologies related to local food:
  - Recruiting a data partner, and working with them to establish methodology for measuring or estimating local food retail market share baseline data
  - Working with partners and colleagues to develop metrics linked to local food systems that are persuasive to socially motivated investors and decision-makers.
- Running a working party and engaging with other partners in governance of Sustain's Local Food Retail Project and sister projects
- Managing Sustain's communications related to Local Food:
  - Maintaining the Local Food Growth Plan communications strategy and plan, including website maintenance and content creation.
  - Identifying reactive opportunities to promote local food in the media.
  - Managing other Sustain communications related to local food and retail.
  - Working internally with other Sustain led projects (Farming Policy and Bridging the Gap) to ensure work is coordinated and complimentary.
- Advocacy for local food with Defra, DLUHC and BEIS in follow-up to Government's National Food Strategy and Levelling Up White Papers, and UK Shared Prosperity Fund with specific advocacy activities that lead to:
  - Government involvement in development of growth plan (WS1) and ideally adoption of it.
  - Creation of Local Food Infrastructure Fund and changes in other relevant policy areas including planning policy/guidance and skills/training.

The Coordinator will also:

- Manage a detailed workplan in partnership with other organisations working on the Local Food Growth Plan
- Support fundraising activities to continue this programme beyond the first two years, and to raise investment for the sector and towards the identified actions in the Growth Plan and wider related programmes.
- Support and occasionally lead on engagement with Parliament and consultations on local food and related areas.
- Actively identify ways to support diverse groups through their work, in line with Sustain's policy on improving diversity in the food movement, including supporting racial and socio-economic justice.
- Maintain excellent financial and other records, to help with accountability and open to public and funder scrutiny, working with Sustain's finance and management team to report to the funder, project working parties and sub-groups, and the Sustain Council of Trustees.
- Contribute to the mutually supportive culture of Sustain, among the staff team, and project participants.

The post holder will also undertake any other responsibilities in connection with the work that may arise from time to time, which may in the future include line management responsibilities.

### **Personal specification**

Sustain is seeking a creative and experienced individual with strong team working and partnership building skills, who shares our commitment to local and sustainable food, with the following skills and experience.

**Essential:**

- Background and experience in the food sector preferably with demonstrable experience and interest in local food systems and/or supply chains and commitment to sustainable food
- Experience of organising and running facilitated discussion groups to enable groups of people to find consensus, including recruiting participants
- Ability to analyse qualitative and quantitative research and produce compelling and concise conclusions
- Exceptional oral and written communication skills in fluent spoken and written English including writing reports, briefings, presentations
- Ability to work independently, with high levels of self-motivation
- Good project management, time management and organisational skills and the ability to work under pressure and to meet deadlines
- Energy, enthusiasm, creativity and tenacity
- Good experience of engaging with a wide range of stakeholders in the formation of a shared vision, plan or programme
- Experience of working in partnership and running a governance structure for a multi-stakeholder programme
- A strong commitment to diversity and inclusion – particularly to making healthy and sustainable food accessible to all, and to tackling inequality, within the context of the role

**Desirable:**

- Experience of working in, or with, the food retail sector
- Interest and/or experience in working on food supply chains
- Experience of writing a detailed vision or plan which would impact multiple stakeholders
- Experience of establishing metrics to track change and impact over time
- Experience of organising online or in person events
- Experience of creating compelling communications to inspire action and engagement
- Experience of working effectively to influence policy and/or campaigning for change

**Diversity**

The person appointed will contribute to the mutually supportive culture of Sustain (including staff and project participants) in which equality and diversity are not just respected but promoted. Visit [our website here](#) for some useful advice if you are applying for a job at Sustain.

Sustain is recruiting for this role as part of our Ethnicity Confident and Disability Confident schemes. Applicants who meet all the essential criteria, and who let us know voluntarily (via our Equal Opportunities Monitoring Form) that you would like to be considered in this way, will have an enhanced chance of gaining a first-stage interview.

Sustain welcomes applications from everyone regardless of age, gender, ethnicity, class, socio-economic background, disability, sexual orientation, gender identity, religion and/or belief. We are happy to discuss and consider flexible working at the point of hire. We particularly encourage applications from people from ethnic minority backgrounds, people with diverse identities related to gender and sexuality, and people with disabilities. This is because these groups are currently underrepresented at Sustain. Where two or more candidates are judged to

be of equal merit, priority may be given to a candidate who belongs to a group less represented at Sustain.

### **How to apply**

To apply for this position, please email [recruitment@sustainweb.org](mailto:recruitment@sustainweb.org) the following:

- **CV** (maximum two pages)
- **Covering Letter** telling us about your experience and how this relates to the personal specification (maximum two pages)
- In addition, please complete our **Equal Opportunities Monitoring form**

As we are recruiting for several positions over this period, please put '**Local Food Retail Coordinator**' in the subject line of your covering email along with your name.

Deadline: 10am, Tuesday 23 January 2024

First-stage interviews for this position will take place (virtually) week commencing 29 January 2024, with second-stage interviews taking place in-person week commencing 5 February 2024 if needed. Please indicate in your application if you are not available either of these weeks, although we cannot guarantee we can accommodate requests for alternative timings.

**The Sustain alliance is a registered charity (no 1018643) and a company limited by guarantee, which is registered in England and Wales (no 02673194). Registered office: The Green House, 244 – 254 Cambridge Heath Road, London E2 9DA**