



GROWING



A NEW NORMAL



Pam Warhurst



INCREDIBLE

BEGINNINGS



INCREDIBLE

BEGINNINGS

Why bother?

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



**Where's the
leadership?**



SPINNING

THREE PLATES



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

Community

Learning

Business

INCREDIBLE

YEAR ONE

BEGINNINGS



Business

Learning

Community

And then...

...this happened



Todmorden

Lambeth

100

IE:UK

Wigan

IE:Global

A groups of friends with a shovel and some passion

People start to hear the story and dance to the same tune

Groups UK wide

The formation of a network for all the UK groups

The beginning of the Incredible North

Around 1000 groups. France, USA, NZ.





Spread

not scale





SO

WHAT'S

NEXT

NORTHERN POWERHOUSE



HM Government



from the
grass roots

NORTHERN |  HM Government
~~**POWERHOUSE**~~

GREEN

**REDEFINING
PROSPERITY**



INCREDIBLE NORTH



growing ...

HEALTH

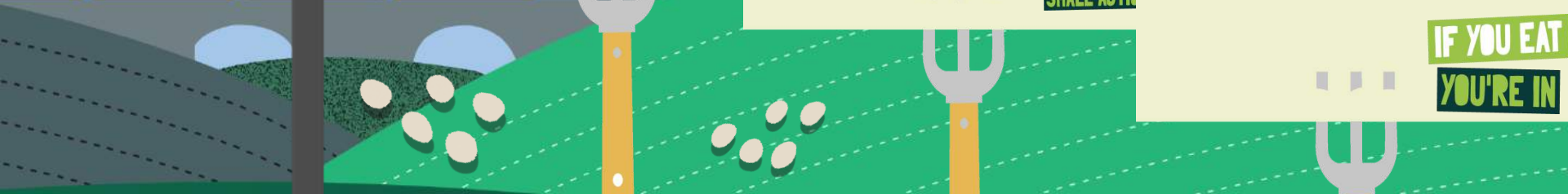
WEALTH

HAPPINESS

S
TO

BELIEVE IN
THE POWER
SMALL ACTION

IF YOU EAT
YOU'RE IN



HOW

WE DO IT



- Bend budgets
- Wise investments to redefine prosperity
- Review use of public realm
- Repurpose healthcare
- Rethink curriculum
- Reboot enterprise funding to support sticky money



BE THE CHANGE

MAKE THE CHANGE

CHANGE THE SYSTEM



A KINDER PROSPERITY

Incredible grass roots innovators & change makers

**Influence Anchor Institutions:
Local Government, Health &
Social Landlords...**

**IF YOU EAT
YOU'RE IN**



WHAT WOULD

GOOD LOOK LIKE?



- **Harness** local procurement to drive economy
- **Rethink** STEAM and skills to create tomorrow's food entrepreneurs
- **Put actions** around good food at heart of reinvigorating a National Health Service

**Redefining
prosperity from
the grass roots**





**BELIEVE IN
THE POWER OF
SMALL ACTIONS**

