

# Setting up a Regional Food Hub

The role of the Regional Food Hub is to lead the journey to Dynamic Food Procurement in the region. Find out more in this short guide.



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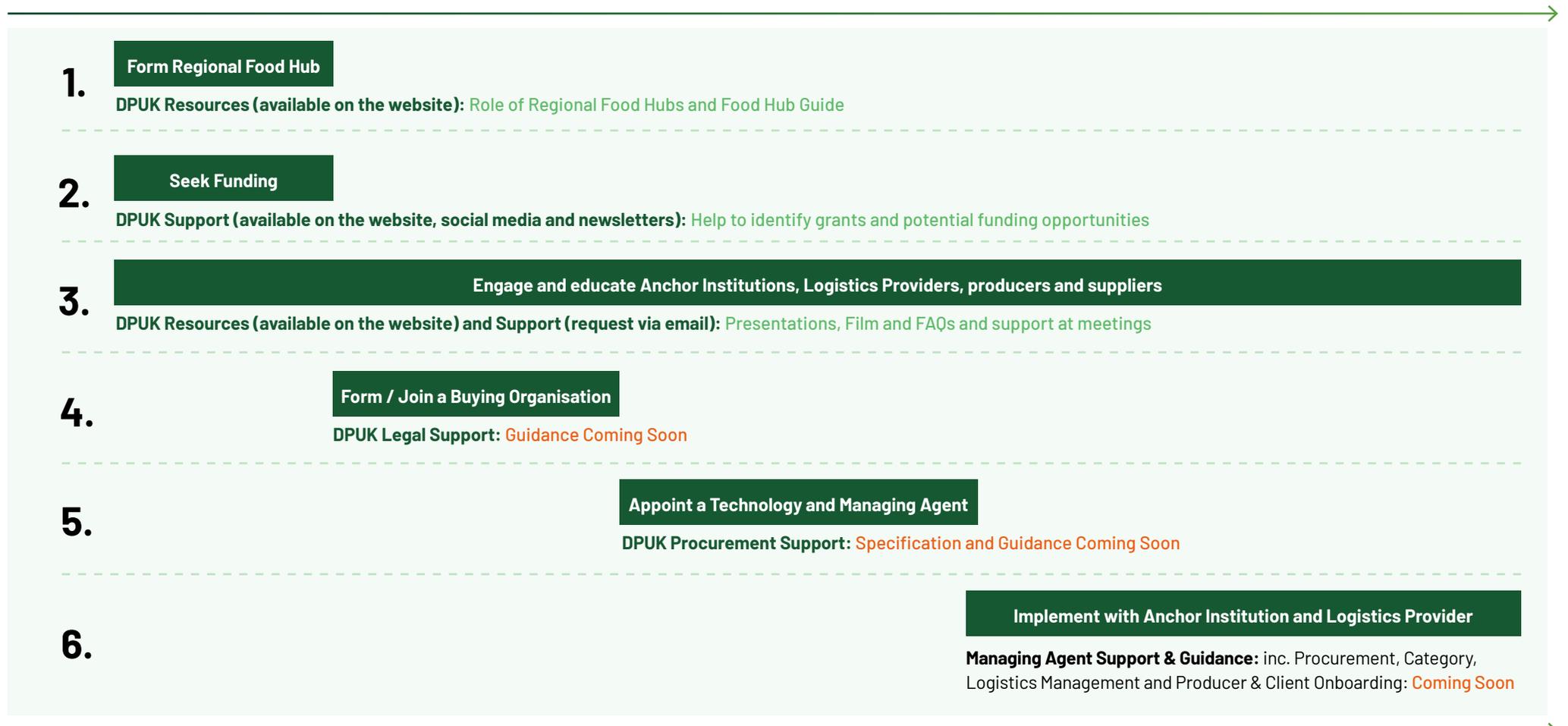
This short guide offers some quick tips and advice around forming a regional food hub and the types of activities it may carry out.

We intend this guide to act as a starting point, and will continue to develop it with your feedback. If you have anything to input, or would like more information around a particular topic, please do get in touch [info@dpukfood.co.uk](mailto:info@dpukfood.co.uk)

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# » 01. Setting up a Regional Food Hub

The role of the Regional Food Hub is to lead its region's journey to establish Dynamic Food Procurement, by creating a virtual network of anchor institutions, food producers, suppliers and logistics providers. Setting up a Regional Food Hub is one of the first stages in establishing Dynamic Food Procurement for your region, as illustrated in the DPUK 'Roadmap to Implementation' below.



## » 02. The Mission

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The goal of a regional food hub is to help its region meet the target that:

**at least 50% of food purchased in the public sector is bought from sustainable SME food producers via short, resilient and transparent supply chains.**

A regional food hub will help to achieve this by:

- Helping the area to form a regional buying organisation, supported by DPUK, to host a Dynamic Food Procurement framework.
- Engaging and enrolling SME producers, logistics providers and anchor institution buyers to the framework.
- Supporting producers, logistics providers and buyers to succeed via Dynamic Food Procurement.

## » 03. Hub Constitution

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A regional food hub is not-for-profit and can be formed as a Limited Company, a Community Interest Company or a Social Enterprise.

It's a good idea to try and bring in key stakeholders from the region to a directors board, steering committee or advisory board, which will help to keep the region informed and invested in the establishment of Dynamic Food Procurement.

Stakeholders might include members of local authorities and other anchor institutions, any appropriate educational lead (e.g. a university professor), local producer groups (e.g. Taste of the West), regional leads of farmer/producer associations (e.g. NFU, Sustain) or charities.

If you're not sure about size and boundaries of your hub region, we suggest talking to DPUK to see if there are any other hubs on your proposed borders, to prevent overlaps and confusion.

## » 04. Identity

A Food Hub will need to be transparent about its set-up and aims, and have a clear identity separate from that of its stakeholders.

The identity can be communicated via branding; a logo, colours, images, language and clear communications including a website, social media, newsletters, published minutes and board information.

DPUK are able to assist with brand development for your food hub, please get in touch for more information. We can provide templates and style guides based on the [South West Food Hub](#) brand.



## » 05. Hub Activities

Typical activities of a regional food hub for Dynamic Food Procurement may include:

- » **Bringing together local decision-makers, showing the benefits of Dynamic Food Procurement and how it can hit their environmental, local economy, public health and food security targets.**
- » **Building a base of local producers and suppliers, and interested logistics providers.**
- » **Introducing DPUK Food, who can support progress across the region.**
- » **Simplifying the language and make the process accessible to all.**
- » **Enabling producers into the market e.g. assisting with training for producers on how to approach Pre-Qualification Questionnaire completion, or in the use of hardware and software.**
- » **Acting as a conduit for innovation: bringing new products to buyers and communicating demand side needs to producers.**

Once Dynamic Food Procurement is up and running in the region, the hub can play a vital support role bringing demand and supply side innovation to life, for example new product development, dietary and nutritional support, processing opportunities and technology developments.

## » 06. Launch

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Once your regional food hub is formed, it's a great idea to organise an online launch meeting to bring key stakeholders in the region together. We suggest that you invite regional representatives of food networks, Sustainable Food Places, Soil Association, the NFU, FWAG or other farming networks, and the procurement managers of anchor institutions (such as local authorities, Multi Academy Trusts, universities and hospitals).

Use the launch event to explain the benefits of Dynamic Food Procurement using DPUK resources such as the film or powerpoint slides and build momentum in the region.

You can also invite DPUK - we are happy to host a Q&A session, either answering questions live or responding with a document after the event.

This launch meeting can be used to lead on to further meetings with key contacts in the region. Each meeting should aim to move a step closer to forming a regional buying organisation capable of hosting a Dynamic Food Procurement framework for anchor institutions.

## » 07. Hub Tasks

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While a Hub's management team may consist of members from different organisations, we suggest each Hub should seek to appoint administrator(s) with regional and network knowledge, to be a main point of contact for the hub. This could be via hours seconded from one or more interested parties. Below we outline the kind of tasks they may be involved with.

### » Comms and Marketing:

- Supporting drafting, preparation and updating of communications materials, including project documentation, presentation and briefings.
- Coordination of e-newsletter including planning, drafting and publishing.
- Responsible for social media, incl. regular posts and responding to enquiries.
- Event Management; planning events, developing comms/promo for events, liaising with speakers, setting up event invitations, hosting events online.
- Responsible for website, including regular updates and maintenance.
- Responsible for shared drives, including updates and maintenance.

### » Central Administration:

- Arranging meetings, taking notes, following up on actions.
- Liaising with regional stakeholders as required.
- Setting up systems and maintaining records - such as recording evidence for grant/funding applications and investors - keeping correspondence, noting relevant research, recording events, data etc.
- Drafting letters and documentation as required.
- Accounting; banking, invoicing, submitting VAT returns where applicable.

## » 08. Funding and Costs

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### Funding

It is always tough to seek funding at the start of something new. Take encouragement from the fact Dynamic Food Procurement ticks a lot of boxes for a lot of funding sources. Anchor institutions may have budgets to offset some of these costs, or by supplying admin time, comms and social media support, or server capacity, for example.

Think about sponsorship opportunities - for a logo on your website and newsletter, local companies with a sustainability policy may have Corporate Social Responsibility (CSR) funds available. DPUK are also monitoring potential funding opportunities and will keep you informed.

Once Dynamic Food Procurement is up and running, DPUK is intending to seek an ongoing contribution within the business model for Dynamic Food Procurement to fund food hub work sustainably ongoing.

### Costs

Apart from management time and an administrative role, other costs are likely to be that of any small company:

- Website set up and host, URL and email accounts
- Event costs - e.g. venue hire or pro Zoom account
- Document production and storage - share drive, printing
- Email client, e.g. Mailchimp
- Brand kit development
- Accounting charges

We're here to support the introduction of Dynamic Food Procurement in your region.

For the latest news and information please visit [www.dpukfood.co.uk](http://www.dpukfood.co.uk) or follow us on social media @dpukfood

You can also send us an email: [info@dpukfood.co.uk](mailto:info@dpukfood.co.uk)