



**GFPP Communications Working Group Meeting
11.00-12.30 Tuesday 3rd December 2024**

Virtual meeting Via Zoom

MINUTES

Present

Riikka Gonzalez & Thalia Groucott (GFPP), Siobhan Boyle (GHSCP), and Rebecca Livesey-Wright (GCFN), Rory MacLean (GCPH)

1. Welcome and apologies

Apologies from Faiza Hansraj-Jackson (GCPH)

2. Note of last meeting

Meeting notes agreed as accurate and Riikka provided updates on the following matters arising:

- Separate tabs have now been created for webinars, podcasts and newsletters on the Communications web-page to make the site easier to navigate: [Good Food For Glasgow Communications – Good Food For All](#)

3. Glasgow City Food Plan Update

- The networking event held on 31st October at the Courtyard Pantry was attended by 50 people and was well received. The event included short presentations from different organisations involved in food work in the city, locally sourced lunch and a chance to visit the pantry and the nearby claypits. Feedback from the event was that people would like us to organise more networking events. The group discussed about inviting working group participants to host visits and networking events open to all working group members. This would help cut down cost/time taken to organise events at the same time encouraging more ownership of the GCFP. Riikka will think of best way to communicate this to our partners in the new year. **ACTION: Riikka** Rebecca also thought a GCFP networking event could be linked with one of the GCFN networking events to allow the GCFP partners to learn more about community food in Glasgow and improve networking between groups. Rebecca will raise this with the GCFN board. **ACTION: Rebecca**
- [The annual report 2023-24](#) was circulated a month ago, and this will be followed up by social media posts before the holiday season about some progress of each working group.
- All the 8 working groups are now operational including the Catering & Procurement, Community Food and Urban Agriculture working groups. Community Food working group met for the first time after a long break at the GCFN's networking event on the 22nd November to discuss the priority actions of the group going forward. The Urban Agriculture working group also met at the same time to refine their priority actions.

4. GFPP Communications Strategy and Timeline

New [GFPP Communications Strategy](#) – discussion on the draft strategy



- Thalia has created a communications strategy for GFPP, and this was circulated to the members of the group prior to the meeting. The purpose of this is to highlight all the different communications methods for GFPP, their uses, frequency, key messages and visual identity in order to best support the overarching vision of the GFPP to build a better food system in Glasgow.
- Overall the group thought this was a well-rounded, well thought out document, which we can refer to for any of our communications.
- Some suggestions included:
 - o Include 'how to get involved'/ladders of engagement under 'What would success look like?' section.
 - o In regards to visual identity, it would be best practice to always use the same logo (we have the full GFPP logo and the plain fork), and maybe also draw out some different colour palettes. Rebecca will send an example colour-palette to Thalia. **ACTION: Rebecca**
 - o Rory advised that for best reach and algorithm it would be ideal to post on social media daily. However, as Thalia only works part-time, this is not always possible.
 - o It was also noted that reactive posts are fine, but that it's best practice to keep your social media account for your own activity rather than a lot of re-posting.
 - o Rory has some other comments for consideration and will get in touch with Thalia directly. **ACTION: Rory**
- The strategy will be included on the website (under Communications Working Group) when the final version has been approved.

5. Campaigns Update

- **'Full of Beans'** campaign has now been evaluated by a researcher hired with funding from the Scottish Alliance of Food. The summary report will be circulated together with a blog on the 6th of January (the national Bean Day) to mark a year from the campaign launch. Rory offered to make a short video to communicate the findings from the evaluation to go out at the same time; he will make contact with Thalia and get the video ready by the end of the year. **ACTION: Rory** Many organisations have been in contact after the campaign ended, and we are exploring the opportunity of 'Full of Beans 2.0' event with researchers and campaign partners to evaluate the longer-term effects of the campaign. The official campaign is over, but as a legacy of the campaign the campaign website will display all the campaign-related resources. The team will also keep encouraging different sectors to put more beans on the menu and the GCC school catering team are now including beans on the menu as a result of the campaign. The campaign has been nominated for the Scottish School Food Awards.
- **'Taste the Place'** campaign will be one of the 3 official programmes featured by the Glasgow City Council for the city's 850-celebrations along with the tour of People's Palace exhibits and the Clyde Choir music event kicked off by the Celtic Connections. Over 40 food businesses have signed up to be part of the free self-guided trail celebrating Glasgow's diverse food culture and heritage. Each business will create its own guide cards for the trail including some fun facts about their business, recipes and their connection to communities. The recruitment for the campaign is now closed, but GFPP has an opportunity to write a guest blog to link the campaign to wider food work in the city. The month-long campaign will be launched on the 2nd April. As not everyone in the city is able to afford visit the places featured by the campaign, there might be an opportunity to work with community organisations



already putting on community meals and multicultural cookery sessions. Riikka will ask Chris Kane if this might be of interest to their Food and Climate Action Team.

ACTION: Riikka

- There have already been some initial discussions with the Circular Glasgow team about the 2026 Commonwealth Games and how to link this to our work. Riikka will keep the group updated. **ACTION: Riikka**

6. Communications Timeline

- The team has now finished most communications for the year and has done a lot more than planned in the original timeline [GFPP Communications from Sept-Dec 2024](#). The only things left to do for the year are 1) a podcast on the 'Right to Food' as part of the recently rejected Human Rights Bill; Thalia will travel to Edinburgh on the 10th December to interview some key people campaigning to reinstate the bill 2) the Festive Newsletter going out next week. Like last year, it would be good to include festive opening times for essential services. Siobhan will contact her colleagues to see if there is a link for us to include and Thalia will look at what we included in previous newsletter. **ACTION: Siobhan and Thalia**
- The group had a discussion about communications activities for next year [GFPP Communications plan for 2025](#) and how to best align our activities with other things happening in Glasgow/Scotland/UK/World-wide. There might be a way to link this to the new GCFN events calendar. Rebecca, Thalia and Riikka to try this out. **ACTION: Rebecca, Thalia and Riikka** Siobhan noted that Fiona Hughes from the city-wide communications working group would be a great addition to this group, as she looks after the events calendar for Health & Wellbeing. Hopefully Fiona is available for our next meeting.
- Some ideas for webinar topics for 2025 include:
 - o Faiza has been exploring about putting on a webinar on 'Dignity in Practice' by local community organisation. Riikka will follow this with Faiza **ACTION: Riikka**
 - o Barriers and Pathways to Child & Adolescent Healthy Weight (Thrive Under 5, HENRY, Weigh to Go). Siobhan will ask at a meeting with colleagues who would be the best speakers/chair for the session. **ACTION: Siobhan**
 - o Community Food Retail including the newly opened [Treehills Community Supermarket](#) (run by Feeding Britain), community larders, community markets and possibly Dig In community food shop. Riikka and Thalia have been invited to the opening, but are not able to attend. Riikka will forward the invite to Rebecca
in case some of the FCA team are interested in attending. **ACTION: Riikka** If we decide to go with this topic it will be important not to exclude anyone and to have a chair who knows the sector very well. Siobhan will raise with this the Fair Food for All Partnership. **ACTION: Siobhan**
- Some ideas for podcasts for next year include:
 - o School food episode interviewing teachers/pupils and catering staff
 - o 'Taste the place'; either to cover the launch or the 'community outreach' work by the participating venues.
 - o Dignity in practice (linked to the webinar if going ahead)

7. AOB

- Siobhan appeared in STV news to talk about the Thrive Under 5 programme: [How a pre-school programme is tackling Scotland's unhealthiest city | STV News](#)



8. Date of next meeting – March 2025

- Fill in the [Doodle](#) Poll with your availability