

JOB TITLE: EDUCATIONAL CONSULTANT. THE LARDER'S FOOD ACADEMY

APPOINTEE: SARAH PHILLIPSON MSc.

PROJECT TITLE: Food Academy Feasibility study

PURPOSE: To scope the options and strategic attractiveness of a range of training and education opportunities that could be delivered through the Food Academy. The Food Academy is one part of a wider 'Preston Food Model' initiative to support disadvantaged members of the community through food-related training. The study is looking to make recommendations on what could be delivered, how and when to deliver optimal social impact.



SARAH'S BACKGROUND: Sarah spent the first 13 years of her career working for education giant Pearson. Her last role (as Director of Training) involved leading the organisations' UK strategy for training delivery to its University customers. Building on her passion for education, Sarah attained a distinction in her Masters at Lancaster University in 2016. The programme (Energy and the Environment), focused on sustainability with a particular focus on food (her Dissertation focusing on a study of Kay Johnson's Food Champion's Programme in Chorley). More recently Sarah has had the opportunity to apply her interest in making a difference on climate change through her postdoctoral research; working closely with industry leader Mike Berners-Lee, Sarah has developed a carbon calculator for the Church of England to help them manage their carbon footprint.

PROJECT DELIVERABLES:

- Delivery of a strategic plan to scope the options and strategic attractiveness of a range of food-related training and education opportunities (that could be delivered through the Food Academy), to facilitate the transition to a fairer food environment within the city of Preston
- Delivery of an implementation plan (a practical tool to accompany the strategic plan)

KEY RESPONSIBILITIES:

- Market research to understand the demand and opportunities for food-related training and education opportunities including:
 - Interviews and conversations with a range of internal and external stakeholders
 - Broader market research (surveys, questionnaires, focus groups, conferences, events, internet research)
- Market research to identify key funding channels for accredited training opportunities, and development of a strategic plan to tie these to identified demand locally
- Input into existing funding applications
- Support with existing programme development
- Proactive communication with core Larder team on project aims and progress, to facilitate input and ideas
- Delivery of a strategic plan to scope the options and strategic attractiveness of a range of training and education opportunities that could be delivered through the Food Academy.
- Delivery of an implementation plan (a practical tool to accompany the strategic plan)