

CASE STUDY

CLIFTON GREEN PRIMARY SCHOOL

CREATING CAREER ASPIRATIONS WITH A SCHOOL FARMERS' MARKET



Clifton Green Primary School (CGPS) serves pupils from varied demographics in one of the most deprived wards in the City of York.

As part of their Food for Life activities the school hosted a Food for Life teacher training day, 'Growing for and Organising a School Farmers Market.' This training course was followed by a School Farmers' Market, which was jointly organised by Food for Life and CGPS. The market was held in the school playground to coincide with the end of the school day. The event was thoroughly planned with the school to ensure it met the needs of the community.

The market was incredibly well received, with the local organic veg stall, Bluebird Bakery and Neary's butcher selling out within thirty minutes. Pupils from the school sold their 'school-made' cakes alongside local food entrepreneurs and the playground was full of families from all backgrounds.

As a result of meeting local producers at the market and through school visits to small local food businesses the head teacher noticed that the children's aspirations have been affected – with children from a range of backgrounds and abilities identifying with food careers within the school's 'Dream Factory' (role modelling and careers) work. She said that,

"Some of them were from families where three generations of their family are out of work. But these kiddies are talking about future work, about having that sense of – this is what some people do for work, and this is why they do it. And, this is possible!"

The impact on the children's aspirations was also noted by one of the sellers, Caroline Barugh of Goodness Organic Growing who said:

"The event has encouraged and inspired the community to buy local produce and will perhaps inspire them to follow alternative careers."