

Homebaked



Improving their neighbourhood brick by brick and loaf by loaf



Organisation type:	Community bakery and CLT
Grant amount:	£361,694
Award date:	Nov 2015
Location:	Liverpool
Ownership:	Community Land Trust & Co-op



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Grant purpose

Funding will be used to upgrade kitchen equipment to increase production. It will also fund a business manager for 18 months to increase sales, training and volunteering opportunities for local community.

Locally rooted

Trading since 1901, the bakery closed in 2010 to make way for development. When regeneration failed to take place, the community saved the bakery through crowd funding and started refurbishing it. In October 2013, they opened properly

Community controlled

Homebaked Community Land Trust was set up by local people to provide affordable homes for local people whose needs had not been met by conventional development. They won the Award for Excellence in Community Engagement in May 2012

Trading for the benefit of the local community

More than just a bakery business, Homebaked offers training and job opportunities for local people in a production and training kitchen. They are planning an outreach growing and baking scheme with local schools, and a young people's business scheme

Known for its pies, Homebaked community bakery and community land trust gives local people the power to become local producers and decision makers, to work and learn together, and to regenerate their neighbourhood.

Homebaked are based in an iconic neighbourhood bakery building just opposite Liverpool Football Club, in an area of significant social and economic deprivation. The only occupied building in a terrace of boarded-up houses, the bakery and café provides employment, training, mentoring and a place where people can meet. It is also the anchor for a larger scale community-led development



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that will help to regenerate Anfield's high street and bring a renewed sense of pride to the area.

The overall scheme has been initiated by a group of local residents and stakeholders in response to stalled regeneration schemes in the area. They formed two community organisations, both established in 2012: Homebaked Community Land Trust (CLT), which acts as the landlord and development body, and the community bakery, Homebaked Co-operative Anfield. Both organisations worked hand-in-hand to save the bakery building from being demolished. After a highly successful crowdfunder, the bakery business opened in 2013. An initial grant of £146,200 in 2015 from Power to Change enabled the community business to go on to grow its trading income and become financially sustainable by taking on bigger catering contracts, such as providing match day pies at the nearby Anfield stadium. Today, Homebaked Bakery employs 19 people & spends £160k a year on salaries & £100k with local suppliers. All profits are re-invested into training and quality employment.

Community-led regeneration

A second Power to Change grant of £215,694 in 2017, allowed refurbishment of the upper floor of the bakery, developing affordable housing for local people and reanimating the local high street. Homebaked Community Land Trust was established and an agreement was reached for a transfer of the entire terrace to the CLT, subject to a successful refurbishment of the flat above the bakery. The transfer has now happened and the CLT is consulting with local people on the future use and development of the terraced houses. This project has been named 'Homebuild' and will help to train and support local young people to refurbish the flats and gain qualifications, skills and experience working. The flats will then provide good quality, affordable accommodation for young people from Anfield, which is much needed in an area where there are streets of Victorian terraced houses empty and boarded up for demolition.

Another spin-off, called 'Homegrown', is encouraging local people to grow hops that can then be pooled and used in a microbrewery on site. And Homebaked plans to expand its café space so it can become more of a hub and offer people access to services such as debt advice. Having grown from small beginnings, Homebaked now acts as a hub and an anchor in the area and is actively supporting the development of other new businesses, such as Kitty's Launderette, where a number



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of Homebaked staff and volunteers have been influential in supporting the emergence of a new business and are now also sitting on the Board.

Homebaked says it can measure its market growth in the number of pies they produce and sell which has risen from 500 a week in 2015 to 2,000 a week now thanks to a grant from Power to Change.

This is how we can solve the housing crisis – one
home at a time

Lynsey Hanley

Guardian journalist (on Homebaked CLT)