

Placemaking



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Homebaked

Samantha Jones

HOMEBAKED: AN OVEN AT THE HEART OF ANFIELD



Homebaked CLT and Community Bakery—Brick by Brick, Loaf by Loaf, We Build Ourselves. Credit:Homebaked CLT and Community Co-operative Bakery.

An oven at the heart of Anfield

by Homebaked Community Bakery

Home Updates 6 Backers 494 Comments 32

Liverpool, UK Food

Funded! This project was successfully funded on January 29, 2013.



494

backers

£18,725

pledged of £13,000 goal

0

seconds to go



Project by
Homebaked
Community
Bakery
Liverpool, UK

First created · 0 backed

Has not connected Facebook

Homebaked successful Kickstarter campaign: Oven at the heart of Anfield. Credit: Homebaked CLT and Community Co-operative Bakery.



We have a common aim—it's to do with the oven at the heart of Anfield: 'We will rise!' Credit: Homebaked CLT and Community Co-operative Bakery.

Homebaked: An Oven at the Heart of Anfield

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Digital Tools Used

*Kickstarter,
Facebook,
Twitter.*

Homebaked is a community-owned bakery and community land trust in Liverpool, developed through a Kickstarter crowdfunding campaign. It provides local people with a choice of healthy food, job and training opportunities and a community meeting space.

About

Homebaked is a Community Land Trust and Co-operative Bakery located in Anfield, Liverpool. It has grown out of a Liverpool Biennial project 2Up 2Down, with artist Jeanne Van Heeswijk. It received support from the Esmée Fairbairn Foundation, Metabolic Studio, Arts Council England, Liverpool City Council, all the individuals that help through knowledge sharing, in-kind labour and 494 Kickstarter backers.

We wanted to re-open our local bakery in community ownership, which had been the last traditional business on our high street. Our desire was to produce food locally again, to give people a choice of healthy food, offer job and training opportunities and become a meeting space for different communities in our area.

Inspired by Community Land Trusts (CLTs) such as Dudley Street Neighbourhood Initiative (Boston, Massachusetts), East London CLT and Lyvennet CT (Cumbria), the Homebaked Community Land Trust proposed community-led development, providing workspace for social enterprise and affordable housing.

“Kickstarter... it’s a brilliant thing to exist: I love it, and what it allows you to do. The fact that we’ve raised our money with eighteen days to go. It also gives you an idea if the project is worthwhile; you get a scope from it.”

Jessica Doyle: local resident, co-creator, Master Baker and board member.

What is the impact of the project?

In April 2012, and after two-and-a-half years of community engagement, Homebaked Community Land Trust was established with the aim of providing affordable housing, at the heart of which is the bakery.

How did digital media make a difference?

This project became possible as a result of our campaign on the crowd funding website Kickstarter. Our campaign ‘Oven at the Heart of Anfield’ was a huge success and with the help of our 494 Kickstarter backers we were able to turn our idea into a reality.

What next?

We now aim to develop the entire block as a community-owned mixed scheme for social enterprise, as well as affordable housing.

“These things were bound to happen; they were supposed to happen. We MADE them happen. Then success gives you more confidence and you hope the next thing you do is going to be really successful. People may have had doubts about it, but they didn’t have a self-conscious, “Oh this can’t work.” It was a real boost, thinking what you’re really capable of. The support has been immense too—the donations”

Jessica Doyle: local resident, co-creator, Master Baker and board member.

What Others Can Learn

Taking things into your own hands

The biggest thing we have learned is that it is actually possible to take matters into our own hands and manifest as a group what we care about. We never expected our Kickstarter campaign, 'Oven at the Heart of Anfield' to go as massive as it did. People contacted us from all over the world, and there was intense media and press coverage that came with it. We learned that there are a surprising number of people out there who want, and support change.

Learning from the unexpected

Unexpected things happen all the time at Homebaked. 'Welcome to Homebaked, never a dull moment!' So yes, things happen every day, but we learn how to deal with them. We have got very good at improvisation and creative problem solving. We have also collectively learned from our mistakes, we talk about them and we try to share what we learn.

Take care of each other

We learned a lot of skills around baking of course, and business development, management and co-operation. But we also learned to be honest with ourselves as individuals and as a group: making change is hard work both emotionally and physically. We learned that we could burn ourselves out, if we don't take care of ourselves and each other; it is incredibly important to celebrate and have fun along the way.

"I think the entire experience of the Kickstarter campaign was one of the craziest times for us. It was a real turning point in our journey. It was the amount of pledges and all the personal messages of encouragement that had such an immense impact on our confidence."

Britt Jurgensen: local resident, co-creator, and bakery and CLT board member.

"Our big aim is to become self-sustainable as an organization, so that profits from the business can cover all activities Homebaked offers and our customers can take part in making them happen, either simply by buying a loaf or, if they desire by taking part as a member"

Britt Jurgensen: local resident, co-creator, and bakery and CLT board member.