



MEDIA RELEASE

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Challenging Stigma and Judgement with Bread: 'Sharing Bread+' Launches in Leicester

Leicester-based charity group Reaching People, in partnership with community bread business Planet Leicester Bakers, is set to deliver an innovative new project. Sharing Bread+ will use bread-making to create safe spaces for people to come together to explore stigma, judgement, values and beliefs. The project will help communities find ways to build resilience against incidents of hate crime and behaviour.

The bread making and discussion workshops will bring community organisations together to learn the skills of making bread and provide time to explore difference and how we respond to intolerance. It will also offer a chance for people who haven't met or spent time together to get to know each other and find what they have in common. Jenny Hand, CEO of Reaching People, says:

"Sharing Bread+ will use the positive feelings bread evokes to create safe spaces for exploring what can be difficult topics. Rather than offering talk-heavy workshops on Hate Crime, the project will offer people the chance to learn to make beautiful bread, and use the space in the process to talk about challenging issues that are facing many in our communities day-to-day."

The project, which is funded by the Building a Stronger Britain Together programme, will initially train 60 community workers and volunteers in bread making and difference discussion management. They will then be supported to deliver further sessions with people and groups who use their services.

Michelle Stratford, Founder of Planet Leicester Bakers, explains:

“Bread is a brilliant tool for bringing people together and creating calm and positive space within which to talk about difficult things. For many affected by Hate Crime and incidents there is a feeling of powerlessness and fear. These workshops will hopefully build confidence and knowledge from the ground up so that people feel better equipped to reduce stigma and judgement, as well as cope with incidents if they arise.

Ensuring that the project’s impact carries on beyond the funding is vital. The community kitchens and groups are being supplied with some basic but useful bread making tools, as well as discussion materials. This means that the organisations will be able to continue to use the skills and methods into the future.

Ends.

Notes to Editors:

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- Reaching People brings together frontline delivery partners from the Voluntary and Community Sector in Leicester, Leicestershire, and Rutland. Working together, we develop and provide high quality contract delivery, business and funding opportunities in fields that include health and well-being, homelessness, advice and guidance, education and training, and community services.
- Planet Leicester Bakers was founded in 2014 and has a strong track record of co-designing and delivering projects that use bread making for community and personal benefit. A core aim of the business is to exploit the loveliness of bread to bring communities closer together, as well as to improve physical and mental health and well-being.
- The Building a Stronger Britain Together (BSBT) programme supports civil society and community organisations who work to create more resilient communities, stand up to extremism in all its forms and offer vulnerable individuals a positive alternative, regardless of race, faith, sexuality, age and gender.