



We Are Local Heroes: Celebrating People, Place, Purpose and Community

At *We Are Local Heroes*, we believe in the power of storytelling to connect, inspire, and shape the world around us.

Through film, podcasts, documentaries, events, and products, we shine a light on the people, places, and stories that define our communities.

At the heart of this mission are three visionary directors, each bringing their own expertise, creativity, and passion to the table.

From Local Heroes to We Are Local Heroes

The roots of *We Are Local Heroes* trace back to *Food and Drink North East (FADNE)*, the region's only 'farm to plate' trade organisation. The original *Local Heroes* initiative was launched under FADNE during the Covid-19 pandemic as an online store selling regional produce - connecting local makers with consumers in a time of crisis. While Dan, Chris and Rosie remain closely involved with FADNE, they made the decision to establish *We Are Local Heroes* as a separate entity. This shift allows them to pursue more creative, community-driven, and consumer-focused projects, unlocking their collective expertise in the written word, visual storytelling, event curation, and product merchandising.

Dan - The Creative Visionary

Dan Prince is a filmmaker, photographer, and director who thrives on capturing the raw, authentic stories of real people. With a creative mind always in motion (and usually a brew in hand), he approaches every project with curiosity, knowledge, and a deep desire to understand his subjects.

His mission is to create work that resonates with honesty and purpose, whether through film or photography. Over the years, he has worked with some of the biggest brands, including Greggs, Macmillan, Waitrose, BASF, BBC, NHS, Channel 4, Manchester United, Microsoft, and many more. His adaptability, experience, and ability to connect with people have made him a trusted storyteller in the industry.

At *We Are Local Heroes*, Dan's talent for podcast hosting and visual storytelling plays a crucial role in bringing local narratives to life - highlighting the makers, the doers, and the unsung heroes of our communities.



Chris - Storyteller and Food Avenger

Chris is the CEO of *Food and Drink North East*, the region's only 'farm to plate' trade organisation with over 250+ members. With 25+ years of experience working across Asia, Africa, Central America, China, and the Middle East, he has played a key role in sourcing ingredients, developing ethical supply chains, and supporting brands in unlocking international business opportunities.

Beyond his industry expertise, Chris is a passionate advocate for food culture and entrepreneurship. He sits on DEFRA's Food and Drink Sector Council, ensuring regional voices are heard at a national level. As a food obsessed co-director of *We Are Local Heroes*, he serves as a creator, curator, and podcast host, using his deep knowledge and storytelling abilities to explore the people and ideas that shape our communities.

Rosie - The Hungry Wordsmith

Lover of food, eater of food, and writer of food, Rosie Jenkinson brings a sharp editorial eye and a passion for storytelling to *We Are Local Heroes*. As a freelance food and drink copywriter, she has built a career in features writing, proofreading, digital content, and social media—helping brands craft compelling narratives that resonate with audiences.

With over five years of experience in magazine publishing and digital content management, Rosie knows how to bring words to life. Whether it's writing about the perfect bite or capturing the heart of a community through storytelling, she helps shape the voice of *We Are Local Heroes*, making sure every story we tell is as rich and flavourful as the people behind it.

More Than Just a Brand - A Movement

At *We Are Local Heroes*, we are more than just a creative platform - we are a movement dedicated to celebrating the people who make our local communities thrive.

Through our work, we aim to foster a sense of belonging, amplify important voices, and bring people together with passion and purpose.

Join us as we continue to uncover the stories that matter. Because local stories aren't just worth telling—they're worth celebrating.

*#WeAreLocalHeroes #CommunityMatters #Storytelling #FoodCulture #Entrepreneurship
#Filmmaking #Photography #Writing*