



We Are Local Heroes: Markets

In a world full of confusion, we're pretty black and white about the role of food and drink markets in the North East region's social, economic and cultural wellbeing.

No fuss and no gimmicks.

Just a committed bunch of excellent North East food and drink traders, brought together in carefully selected locations, selling quality products that not only feed our communities, but help to create jobs, promote entrepreneurship and keep money in the North East.

Born out of lockdown, the Local Heroes NE initiative was originally set up in 2020 as a digital platform set up to support small businesses looking for routes to market with their regional produce. A zero carbon, doorstep delivery initiative that thrived during the pandemic supporting over 120 food producers.

Now, the Local Heroes markets play the same role with currently 60 physical markets a year in Jesmond, Newcastle; Hebburn, South Tyneside; Sunniside, Sunderland and the Sheepfolds Stables, Sunderland.

Our team of localisers have a pretty clear vision for hyper-local food markets.

- ✓ Celebrate North East food culture.
- ✓ Shorten and enable a local supply chain.
- ✓ Actively promote collaboration and community.
- ✓ Advocate provenance, authenticity, quality and best practice.
- ✓ Create opportunities that stimulate the regional economy.
- ✓ Make local food more accessible.
- ✓ Strive to be net zero and lessen our impact on the environment.
- ✓ Engage and empower future generations about the importance of local food.
- ✓ Champion innovation and entrepreneurship.
- ✓ Be respectful of people and their places.

Thoughtful, respectful and well-curated, we are passionate about celebrating our local food culture and making local food accessible to all.

"The catcher of fish or an iconic dish. A manufacturing giant, communities reliant. A butcher, a grower or ancient seed sower. A blender of teas or iconic cheese. The artisan. The maker. The job creator. Merchants, producers, large and small. They're Local Heroes. One and all."