



# Food Cardiff's

## Bronze Sustainable Food Cities Award Application



*Working together for fair food*



# Introduction



Over the past year Food Cardiff Council has gone from strength to strength. As its Chair I am extremely proud of all it has achieved and of its plans for the future.

Formed of public, private and third sector members, the Council has a unique ability to bring together a diverse range of groups and individuals who are together greater

than the sum of their parts.

It encourages collaboration, and highlights the benefits for members as well as the wider community of working together in this way. It has also been at the forefront of raising awareness of the benefits of a strong, sustainable local food culture which empowers residents to make healthy choices about the food they eat, of driving food redistribution and food waste prevention, and addressing poverty.

I have been particularly impressed with the number of different projects Food Cardiff Council has contributed to or delivered, and its ability to engage local residents in thinking about and discussing food-related issues. I know that together we have the ability to make a positive impact on the lives of so many people, and I am grateful to members for their hard work, skills and commitment.

## Carl Nichols

Director of WRAP Cymru and Food Cardiff Council Chair



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## Partnership

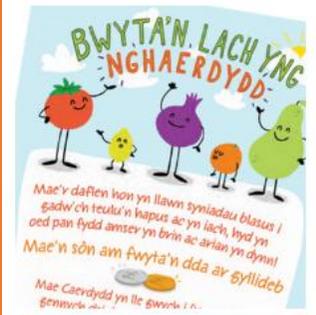
### Minimum requirements

- Terms of reference for partnership in place with list of member names and organisations
- Cross-sector (public sector, business, NGO, community group) membership of partnership
- Partnership has met at least 4 times spanning the last 12 months and evidence that meetings are leading to implementation

The Food Cardiff Council has high-level commitment and sign-up by Cardiff Council, Cardiff and Vale University Health Board, Cardiff University and WRAP Cymru. It is mandated by the Healthy Lifestyles Programme Board, which is part of the Cardiff Partnership Board (the Local Strategic Partnership). Being part of the Cardiff Partnership Board's structure enables access to the senior level decision makers of the main public sector bodies in the city. Reporting arrangements are on a quarterly basis, and the Food Council is accountable to the Healthy Lifestyles Partnership Board. As part of the reporting process, actions that are experiencing blockages or aren't delivered are escalated to the Cardiff Partnership Board. At the same time, the Food Council is held accountable to the Cardiff Partnership Board and may be invited to brief the Board on progress or response to current issues.

Food Cardiff was borne from the amalgamation of two city-wide partnerships: the Cardiff Food and Health Steering Group, which drove the health and sustainable food priority of the Cardiff Partnership Board Healthy Living work stream, and the Cardiff Sustainable Food City Steering Group: an informal, cross-sector partnership of public, private and voluntary organisations who developed the Cardiff Food Charter.

Food Cardiff Council was established in 2014 and has evolved over the last twelve months to ensure maximum engagement with its many partner organisations whilst ensuring that meetings are productive. Comprised of two parts, Food Cardiff Council meetings take the form of a Business Group meeting held in open session (see Appendix 1 for terms of reference and membership). This addresses issues such as setting priorities, identifying challenges and opportunities and monitoring progress against the Food Cardiff Action plan (See Appendix 2). The second part of the meeting involves the wider Food Cardiff Community in a networking session based on a relevant issue. For example, the last meeting saw presentations and discussions on welfare reform, the Feeding Britain report and fuel poverty. The resulting discussions have led to research on how we can assess the demand for social meal provision in Cardiff and looking at how to set up a project to address school holiday hunger.



Planned Food Cardiff Council meeting dates are now tweeted and the meetings are open to all with an interest in healthy, ethical and sustainable food. Minutes are [published](#) on the Food Cardiff website. The most recent Food Cardiff Meetings took place in May 2014, July 2014, September 2014 and January 2015.

The work around Bessemer Road Wholesale Market illustrates how the Food Cardiff Council has had an impact on progressing upstream structural challenges in the City. A member of the Food Cardiff Council raised the issue of the threat to the market, which is the key local wholesaler of fresh food. A piece of research was then commissioned by the Food Council and conducted by Cardiff University. The findings were used to put a case to the Economic Development Director of City of Cardiff Council (CCC) that CCC should be assisting the survival of the asset. CCC undertook property searches, and the issue was further elevated at the Food Cardiff Summit where an Assembly Member present proceeded to facilitate a meeting with the Deputy Minister for Food and Farming to raise the market as an issue for Wales as a whole. Resources at Welsh Government are now doing everything in their power to ensure Bessemer Road Wholesale Market is not lost to Wales.

## Action Plan

### Minimum requirement

- **Action plan outlining key objectives for at least one year ahead. It does not matter if the action plan is in draft form, but it should be available for interested parties to read and reflect the six key issues listed previously.**

Good food is vital to the quality of people's lives in Cardiff. As well as being tasty and affordable, food should be good for people, good for places and good for the planet. Building on Cardiff's rich history at the heart of a nation famous for its food, the action plan is designed to celebrate and promote a vibrant and diverse food culture and to increase the demand and supply of fresh, seasonal, local and organic Welsh food throughout the city. By promoting healthy, sustainable and ethical food as part of a thriving local economy, the Cardiff sustainable food action plan will improve the health and wellbeing of residents and visitors alike and create a more vibrant, connected and prosperous city.

The ambitions of the Food Cardiff Sustainable Food Action Plan (Appendix 2) are aligned with Welsh Government and local strategies; including the Welsh Assembly Government's (2010) *Food for Wales Food from Wales: 2010-2020*, *A Food Strategy for Wales and Cardiff: What Matters 2010-2020*, and the 10 year partnership strategy for Cardiff.



**Priorities:** To inform the development of this action plan, Food Cardiff mapped the City's sustainable food assets and engaged with over one hundred individuals and organisations across the city. This mapping and engagement process will continue over the next three years. Food Cardiff has built upon this excellent foundation by setting out specific actions to address 5 population level outcomes:

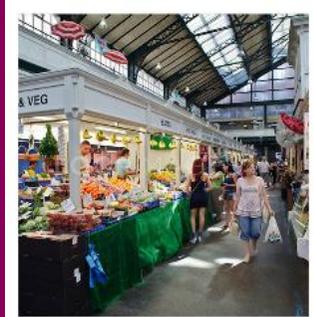
1. Health and wellbeing for all: people in Cardiff eat well
2. A thriving local food economy and sustainable food procurement
3. Environmental sustainability
4. Resilient, close knit communities
5. Fairness in the food chain

These outcomes are not mutually exclusive and many of the actions contribute towards more than one outcome. The action plan is underpinned by an engagement plan to promote the Cardiff Food Charter and persuade organisations and individuals to make pledges to support it. The Food Cardiff Council ensures that research and monitoring is undertaken and public sector policies are in place to support Cardiff as a sustainable food city.

**Governance:** The implementation of the Cardiff Sustainable Food action plan is overseen by the Food Cardiff Council. The Food Council reports to the Healthy Lifestyles Programme Board and the Environment Work Programme of the Cardiff Partnership Board. The Sustainable Food Cities Co-ordinator is hosted and line managed within Cardiff and Vale Public Health Team, with input from all the funding organisations through a small steering group which meets regularly.

### Moving Forward

Having successfully delivered a number of its first year action plan objectives and building on a solid history of promoting healthy and sustainable food in recent years, Food Cardiff hopes to successfully apply for the Bronze Sustainable Food Cities Award in Spring 2015. In 2015, the action plan will be reviewed and refreshed to make the most of opportunities and to effectively prioritise actions to enable Food Cardiff to become a Silver Sustainable Food Cities Award holder by the end of 2016.



## Policy

### Minimum requirement

- Evidence that healthy and sustainable food is 'recognised/referred to' in city policies and strategies.

Food is recognised both implicitly and explicitly in a number of policies and strategies at both a city and a national level - of which Cardiff is obviously a key part as the nation's capital.

Cardiff was the first Welsh city to be awarded World Health Organisation (WHO) Healthy City status<sup>1</sup>, aiming to create a health-supportive environment. The City has a single partnership strategy, *Cardiff What Matters 2010:2020*<sup>2</sup>, which has been developed in partnership<sup>3</sup> to achieve 7 outcomes:

1. People in Cardiff are healthy
2. People in Cardiff have a clean, attractive and sustainable environment
3. People in Cardiff are safe and feel safe
4. Cardiff has a thriving and prosperous economy
5. People in Cardiff achieve their full potential
6. Cardiff is a great place to live, work and play
7. Cardiff is a fair, just and inclusive society

The strategy incorporates key actions relating to food, including:

- Reduce health inequalities amongst families and children living in poverty
- Improve the health of local people through the implementation of the Cardiff Healthy Cities Programme
- Improve the targeting of resources at those in greatest need

<sup>1</sup> <http://www.healthchallengecardiff.co.uk/eng/healthycity.php>

<sup>2</sup> [http://www.cardiffpartnership.co.uk/content.asp?nav=260&parent\\_directory\\_id=2](http://www.cardiffpartnership.co.uk/content.asp?nav=260&parent_directory_id=2)

<sup>3</sup> The Cardiff Partnership Board (CPB) consists of Senior Managers from across partner organisations and is Cardiff's Local Service Board. Additionally, Cardiff and the Vale of Glamorgan held their first Joint Local Service Board meeting on the 24<sup>th</sup> June 2014. The purpose of the Joint LSB is to work collaboratively across organisational boundaries to agree joint action to achieve better outcomes for citizens in Cardiff and the Vale of Glamorgan, in line with the Cardiff *What Matters* Strategy 2010-2020 and the Vale of Glamorgan Community Strategy 2011-2021



- Increase the number of people who achieve and maintain a healthy weight
- Increase healthy eating
- Reduce the numbers of children with dental caries
- Increase local food production
- Reduce waste and increase composting and recycling

Cardiff and Vale University Health Board (C&V UHB) is one of the partners that help to implement the What Matters Strategy through the Health and Wellbeing stream of Cardiff's Partnership Board. C&V Public Health Team is in the process of agreeing its Integrated Medium Term Plan, which will see obesity and health inequalities as two of its main priorities. Within this plan, Food Cardiff is tasked with improving the food environment e.g. by increasing the accessibility and affordability of healthy food.

Actions related to food are also laid out in the One Planet Cardiff vision<sup>4</sup> and associated delivery plan. Specific examples include:

- Increasing recycling, composting and diversion from landfill – work towards achievement of a municipal recycling and composting rate of least 58% by 2015-16, 64% by 2020 and 70% by 2025.
- Behavioural change campaigns – implement the 'really Rubbish' education campaign across all Cardiff schools.
- Linking policy makers and community groups – support the Cardiff Food Charter and Cardiff Food Council and promote healthy, sustainable and ethical food as part of a thriving local economy.
- High Standards of Food Safety – to increase the percentage of food premises assessed under the National Food Hygiene rating scheme to 80%.
- Future aspirations – increase local production of food across the city at all levels of scale – household, community and city-wide cooperative.

City of Cardiff Council's (CCC) Commitment to Sustainable Food Procurement<sup>5</sup> aims to: build sustainable development into CCC's food contracts; promote collaboration between CCC and other public, NGO and private sector bodies with food procurement interests; and improve the quality and nutritional value of food purchased by CCC. An example of this commitment is the CCC's Fair,

<sup>4</sup> One Planet Cardiff: <http://www.oneplanetcardiff.co.uk/content.asp#/food>

<sup>5</sup> City of Cardiff Councils Commitment to Sustainable Procurement: <http://www.wlga.gov.uk/publications-environment-and-regeneration/cardiff-council-commitment-to-sustainable-food-procurement/>



*Ethical and Sustainable School Catering Policy*, which specifies the use of locally sourced food in schools, local free fruit initiatives, MSC certified fish, fair-trade and recycling and composting.

## Key Issues: Summary of Actions and Outcomes

### Key Issue 1: Promoting Healthy and Sustainable Food to the Public

3 A food charter or equivalent that encapsulates the food ambitions/vision for your city/place has been developed and a range of organisations have pledged/committed to taking specific practical actions to help achieve those ambitions.

The backbone to Food Cardiff's work is its Food Charter<sup>6</sup>: *Cardiff's 10 Principles of Fair Food* (Appendix 3). Set out under five themes - health and wellbeing for all, a thriving local economy and sustainable food procurement, environmental sustainability, resilient close-knit communities, and fairness in the food chain - it provides a framework for Food Cardiff's actions.

The Food Charter is available online in both English and Welsh and is supported by 3 documents<sup>7</sup> that provide individuals, non-food businesses, and businesses in the food and drink sector with tips on how to take action to create a fair food system. A number of organisations have signed up to the Food Charter, including WRAP Cymru as chair of the Food Cardiff Council, Cardiff and Vale UHB, City of Cardiff Council, and Cardiff University. More than 30 organisations to date have made a 'fair food pledge' to undertake specific action to support the vision of the food charter and we will continue to use the pledge process as a way of getting more and more organisations actively involved (see table 1 for examples).

**Table 1: Fair Food Pledges**

Organisation	Pledge
NWSS Procurement Services (NHS Wales)	To encourage the NHS to sign the Sustainable Fish pledge
Member of National Assembly for Wales	Put growing, preparing and enjoying food to heart of the curriculum
Welsh Government	To engage directly with supermarkets and Fareshare to join-up and increase resource

<sup>6</sup> Cardiff Food Charter, accessible online at <http://foodcardiff.com/wp-content/uploads/2014/07/Cardiff-Food-Charter-English.pdf>

<sup>7</sup> Actions for Food Business, Non-Food Businesses accessible online at <http://foodcardiff.com/get-involved/useful-tools/>

Welsh Government Food Division	Meet Waste Division lead to discuss resource efficiency (reduce/ recycle) in food industry
Cardiff Council	Progress growing food on 'meanwhile use' land
Cardiff and Vale Public Health Team	Get Clinical Boards engaged with how they can address food poverty directly
Cardiff University	Sign up to the Living Wage
University of South Wales	Give unused land for community garden project
Community Dieticians	To incorporate 'Love Food, Hate Waste' messages into 'Get Cooking' classes
Cadwyn Housing	Find a garden for the community and reinvigorate tenant use of food co-op
Cywain	Work to develop a viable, sustainable care farm business model
Egg Seeds	Develop more food growing sites
Federation of City Farms	Inspire and support the creation of more community growing spaces in Cardiff
Cynefin	Work with SE Cardiff communities to find growing space and celebrate food culture
WRAP Cymru	Work with retailers to release surplus food for redistribution
Love Food Hate Waste	Work with cooking class providers to add 'Love Food, Hate Waste' messages
RUU	Reduce waste from wholesalers, especially those in Bessemer Road
Star Communities First	Work with local business venues to host cooking classes
Golley Slater	Use on-line channels to promote key Food Cardiff messages

**4 An identity (brand/logo/strapline) for your city-wide initiative has been developed and is being promoted to the public as an umbrella for all the great work on healthy and sustainable food in your city.**

The Food Cardiff Council has focused on developing a really strong brand for the programme in English and Welsh (**Food Cardiff/ Bwyd Caerdydd**) to better communicate its vision to the public and more effectively engage with businesses and agencies across the City. Food Cardiff's strapline 'Working together for Fair Food / Gweithio gyda'n gilydd am fwyd teg,' encapsulates a city coming together to promote the best in sustainable, ethical and healthy food.

The [Food Cardiff website](#), in conjunction with Twitter and Facebook pages, generates real energy around the sustainable food movement in Cardiff. The website is available in English and Welsh with a [What's On](#) and [News](#) section that have been created to ensure everyone can stay up to date and find out about how to get involved. Individuals and organisations are able to **Join Food Cardiff** through an online interactive form.



Members of Food Cardiff receive a [weekly newsletter](#), which comprises of an update from the Sustainable Food Cities Co-ordinator, useful articles, calls for action, current news, and forthcoming events. The newsletter regularly receives circulation of 123 subscribers and is shared with over 1000 Twitter and Facebook followers – many of whom retweet or share it beyond Food Cardiff’s immediate network.

Food Cardiff has received excellent feedback on its website and branding. Comments include “the web site is full of energy”, and “it’s a really excellent resource”. A recent example of a successful twitter campaign was Food Cardiff’s quest to find establishments serving healthy, ethical and sustainable food. Response to this campaign from food bloggers demonstrated how Food Cardiff’s presence in the city has blossomed in just the six months that the brand has been promoted. As a result of this campaign, the number of Food Cardiff’s followers increased by over 100 in one week, and a live list of establishments was produced and made available to the public.



This demonstrates what a powerful resource the Food Cardiff brand has become in a very short time. Our future plans now aim to make Food Cardiff’s physical presence in the city more dominant, for example through providing **Food Cardiff/ Bwyd Caerdydd** stickers to businesses signing up to the Fair Food Pledge. At the time of submitting this application, Cardiff’s English and Welsh Twitter accounts have a combined follower count of 1059, and our 240 likes on Facebook are growing day by day.

**5 Public understanding of food, health and sustainability issues is being raised through a variety of communication tools including web sites, social media, magazines, film shows, radio and press pieces, talks and conferences.**

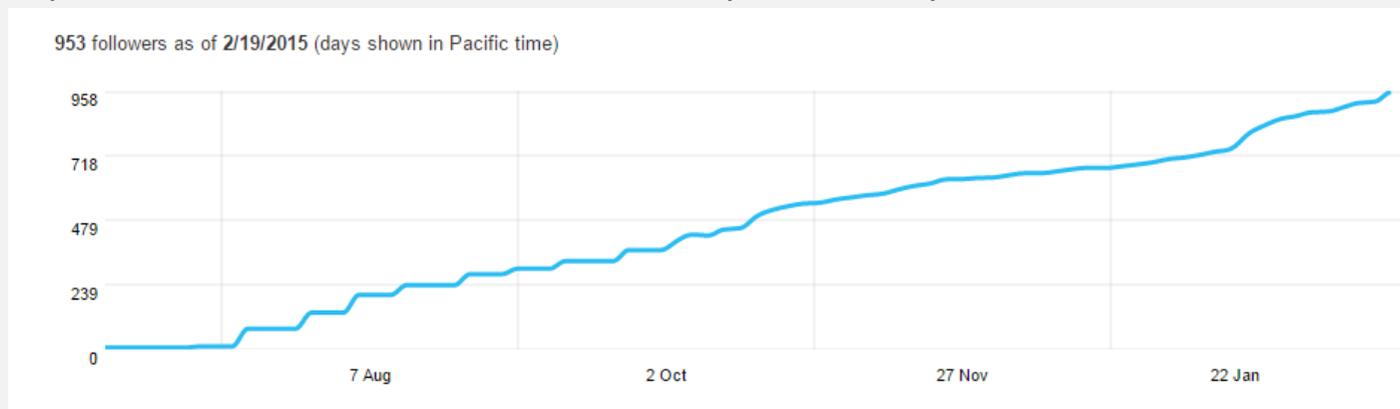
Since Food Cardiff’s brand was launched in July 2014, the Food Cardiff website has become a valuable resource that enables individuals, communities and businesses to LEARN, JOIN, DO, and SHARE information, experiences and ideas. Resources such as the [Eating Well on a Budget](#) leaflet (also distributed by community dieticians through Community First events, and through [Advice Hubs](#)) and the [Cardiff Food Charter](#) leaflet are downloadable from the site. Resources tailored for educating individuals and businesses on how they can make changes in the way they source, grow and prepare food to make Cardiff a healthier, happier, and tastier city are also available.

The [Find Your Nearest](#) interactive map shows all the projects and organisations which feed into the sustainable food agenda by category. [Love Food Hate Waste](#), [CCC’s Really Rubbish Campaign](#), [CCC’s One Planet Cardiff](#), [Green City Events](#) and [Health Challenge Wales](#) are just some of the websites linking with Food Cardiff to promote healthy and sustainable food messages.

The website has been promoted through partners and through press releases to CCC INBOX (circulation: 14,000), Cardiff and Vale UHB Newsletter (circa 8,000), and Radio Cardiff. Since launching, Food Cardiff and partners have sent out press releases covering a range of topics such as the [Food Summit](#), achieving 2 stars for the [Sustainable Fish City Campaign](#), and [Love Food Hate Waste events](#). It has also featured in magazine articles such as the [SHED](#): a publication for individuals, families and charities dealing with eating disorders.

Together with its weekly newsletter and activity on Facebook and Twitter, Food Cardiff has been able to use social media to communicate its messages to an ever widening audience.

**Graph 1: Growth of Twitter Followers for @FoodCardiff, July 2014 – February 2015**



Food Cardiff also engages with the public through festivals, such as the [Countryside Festival](#) and [Shelly Gardens Festival](#); through events such as [The Day of the Soup](#), and the Love Food Hate Waste pop up café; and through community food projects such as [Edible Adamsdown](#). A selection of bilingual resources including the Cooking on a Budget leaflet, Health Challenge Wales resources and the Eat Well Plate are available at these events.

[Cardiff Food Summit](#) was held at Cardiff University in October 2014 to raise awareness of the extent of health inequalities in Cardiff. Professor Martin Caraher spoke on the challenges of Food Poverty and Food Cardiff delivered a talk which described the depth and breadth of these issues in Cardiff. A range of organisations were represented at the event including the Director of Environment from CCC, the Director of Public Health from Cardiff and Vale University Health Board, Deputy Head of Food for Welsh Government, the Assembly Member for Cardiff Central and the Head of Wrap Cymru.



The Food Cardiff Summit drew the attention of Indus Films resulting in a Cardiff School being selected as the central feature for a program (in a series of 3) to be aired in spring. The program will highlight several challenges in the local food supply chain, including the threat to Cardiff's wholesale market and barriers to public procurement.

A tweet generated from presentations and discussions at the Cardiff Food Summit was highly commended in the WWF's #WelshWish competition, raising the profile of the issue of food poverty in the city. It also led to a discussion with the Minister for Natural Resources, to convey the work of Food Cardiff as part of the Sustainable Food City Movement.

## Key Issue 2: Tackling Food Poverty, Diet-related Ill Health, and Access to Affordable Healthy Food

**1 A multi-agency partnership - involving key public and voluntary organisations - has been established to assess and tackle the full range of issues that contribute to food poverty in a joined-up strategic way.**

The [Welsh Government's Tackling Poverty Action Plan 2012-2016](#) is currently being refreshed to reflect the need to address five priority areas: food poverty; in-work poverty; childcare; action to mitigate the impacts of welfare reform; and housing and regeneration, all of which have a direct impact on Cardiff residents' ability to secure a healthy diet. Food Cardiff Council is working with a range of organisations and partnerships, such as the Cardiff Welfare Reform Group, who are tackling the wider determinants of poverty. The Business Group of Food Cardiff Council is itself taking a lead in developing a coordinated response to food poverty, bringing together all key bodies needed to develop an effective response in both the short and the long term.

Members of the Business Group of the Food Cardiff Council include Communities First, City of Cardiff Council Advice Hubs, Cadwyn Housing, Fareshare Cymru, Cardiff Foodbank, Community Dieticians, Cardiff University, City of Cardiff Council Director of Environment, Federation of City Farms and Market Gardens, WRAP Cymru and the Church. At the Food Cardiff Council meeting in January 2015 there were presentations and discussions on the Feeding Britain Report (the All Parliamentary Inquiry into Food Poverty in the UK), welfare reform and Cyd Cymru (a collective energy switching scheme). Particular areas of concern raised by the Council were the impact on service cuts to social food provision and school holiday hunger.

Food Cardiff Council has made food poverty its primary focus and throughout 2015 will be structuring its work around the national Sustainable Food Cities Food Poverty Campaign. As well as working together to identify and deliver priority actions to respond to the most immediate and urgent effects of food poverty, including food aid and hardship funding, Food Cardiff Council will be working to design, implement and advocate for long term solutions; raise the profile and understanding of food poverty; and link local action within a more strategic national framework of the Welsh Government's *Tackling Poverty Action Plan*.

Members of Food Cardiff Council are already driving positive action to tackle food poverty. Food Cardiff is working directly with the [City of Cardiff Council Advice Hubs](#), which provide information and support on: budgeting and money management (this includes a section on 'spending less on

food'), debt advice, welfare benefits, fuel poverty and help with opening bank accounts and using online services. Since the application for free school meals was brought into the Hubs in conjunction with benefits, free school meal uptake has increased by 800. Food Cardiff has also produced a major piece of research which identifies the key actions required at a national and local level to reduce diet related health inequalities. This work will help to inform Food Cardiff Council's future work and has already been used to engage with Welsh Government Departments.

**2 The living wage is being promoted through Local Authority policy commitments and/or via campaigns to raise employer awareness of the impacts of paying low wages and the benefits of raising them.**

The Living wage is paid by the two of the largest employers in Cardiff (circa 28,000 people): City of Cardiff Council <sup>8</sup> and NHS Wales<sup>9</sup> (which includes Cardiff and Vale University Health Board and Public Health Wales). Food Cardiff Council member and core partner, Cardiff University, is the first Welsh University to become an accredited Living Wage employer

*"It is a matter of basic fairness that people should get a wage which is enough to live on," said Cardiff University's Vice-Chancellor, Professor Colin Riordan at Cardiff University's Living Wage launch. "That's why Cardiff University took the decision to pay all staff at least the living wage of £7.65 per hour from 1 January, 2014. As a result of today's announcement, the hourly wage will rise to £7.85 over the next few months."*

The University joins a number of other major employers in the City paying the Living Wage including The National Assembly for Wales, ACE, Cardiff Community Housing Association and Sustain Wales. Through social media, Food Cardiff is actively supporting the Living Wage Foundation and will further step up its efforts as part of the Sustainable Food Cities Food Poverty campaign. As an example, plans to encourage the Welsh Rugby Union to look at making the 2015 Rugby World Cup a 'Living Wage World Cup' are underway.



**5 A range of healthy weight services and initiatives are being provided, from dieting and nutrition advice and support to exercise programmes and facilities.**

There is a very wide range of healthy weight services available in Cardiff, from community based programmes through to GP referred specialist weight management services. These include:

<sup>8</sup> <http://cmsweb.cardiff.gov.uk/cardiff/content.asp?id=32673&d1=0>

<sup>9</sup> <http://wales.gov.uk/newsroom/healthandsocialcare/2014/140709nhs-pay-deal/?lang=en>

**Foodwise for Life:** This community weight management program was developed by Public Health Dieticians in Wales and is designed to be delivered by appropriately trained community based staff, including leisure centre staff and community food workers. Completion of the Agored Cymru accredited *Community Food and Nutrition Skills* course (Level 2) is an essential requirement for tutors to be able to deliver the Foodwise programme. This program provides a standardised approach for accredited weight management programmes across Cardiff, promoting consistent messages and methods to support sustained lifestyle behaviour change.

In Cardiff, Foodwise works in partnership with other services to ensure signposting to appropriate activities in relation to food and physical activity including national initiatives such as Change4Life, National Exercise Referral Scheme, food co-ops, walk for health and Get Cooking schemes. Three courses have been delivered in Cardiff recently to 31 participants from lower socioeconomic groups and adults with a BMI >25

**The MEND programme** (Mind, Exercise, Nutrition...Do it!): MEND focuses on families who have children between 5-13yrs who are above a healthy weight and want to be more active and learn about healthy eating. They include sections on reading food labels, understanding how much fat, salt and sugar is in food, fun exercise sessions, portion control, cooking on a budget and dealing with fussy eaters. Since April 2013 sixteen courses have been delivered involving 139 children in Cardiff and further courses are underway.

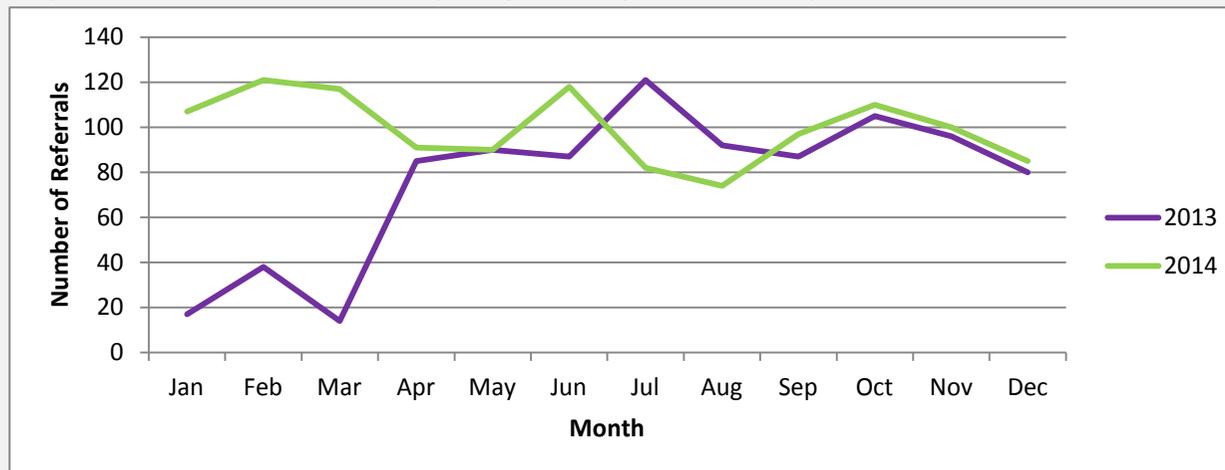
**Eating for Life Weight Management:** This program is a dietetic led, 8 week weight management programme which is based on current evidence and best practice which helps participants to develop and maintain positive lifestyle changes. The programme is underpinned with a behavioural approach and aims to improve knowledge of the Eat Well Plate and provide information and strategies which will help patients change their behaviour in relation to eating habits. Since April 2013, 36 programmes have been delivered in Cardiff to over 500 participants, a further 49 courses are planned in Cardiff up to April 2016. Feedback from courses includes:

*‘Well presented with good information. Feel more confident to self-manage healthy eating and make life changes to keep things on track.’*

*‘This is an extremely worthwhile programme and the lady running the programme was very supportive, knowledgeable and enthusiastic and I am very grateful for this opportunity to change my life’*

For individuals who require additional support in weight management, there is a primary care pathway to make **Community Weight Management** referrals. Since the introduction of this process in January 2013, referrals have increased by 4-5 times as shown in the graph below.

Graph 2: GP Referrals to Community Weight Management, January 2013 – December 2014



Each of Cardiff's six Neighbourhood Management Teams has an [action plan](#) that contributes to delivering the outcome 'People in Cardiff are Healthy.' Many of these plans specifically include physical activity as seen in the City and South Neighbourhood Partnership Action Plan which has an indicator to 'increase the percentage of adults who meet the physical activity guidelines (30 minutes of moderate activity 5 times per week) above the baseline of 26%.' Actions to achieve this outcome include supporting projects that provide access to cycles, cycle training and cycle maintenance, and promoting 'Walk for Health' walks and providing training for walk leaders.

### Key Issue 3: Building Community Food Knowledge, Skills, Resources and Projects

#### 4 **Community food growing is increasing through increased allotment provision and/or the development of edible landscapes in parks, borders and verges and through city-wide food growing initiatives such as *The Big Dig* and *Incredible Edible*.**

Through the Tyfu Pobl scheme, Food Cardiff member the Federation of City Farms and Community Gardens ([FCFCG](#)) facilitates exchange of knowledge and good practice within the community growing sector through training, events, newsletters, blogs, social media and development officers. It has 49 community growing projects across the city. FCFCG has secured a 5 year funded project Community Land Advisory Service ([CLAS Cymru](#)) which works to increase access to land so communities can grow more local food by acting as an intermediary between landowners and community groups and providing impartial advice using in land agreements, surveying and town planning skills. FCFCG and CLAS are currently working with the City of Cardiff Council to create a mechanism whereby land identified by City of Cardiff Council can be made available for food growing using a local pilot. Once complete, the process and assets will be advertised to the general public and community groups.

Following a recent [consultation](#), the National Assembly for Wales has announced that it intends to launch a range of initiatives to improve access and availability of allotments and community growing spaces in Wales. In the meantime, more allotments in Cardiff have been made available by the division of large allotments into smaller plots.



We have also seen an increase in public access community growing spaces through initiatives such as Farm Cardiff: a local community led mapping project that has worked with communities to identify and explore growing opportunities in over 425 public neighbourhood locations. Projects have developed in Rhiwbina (*Incredible Edible Rhiwbina*), South Morgan Place, Pentreban, Ely, and in 2 secondary schools in Ely and Caerau through First Campus RootPlanner project. Further examples include Insole Court allotments, Albany Road herb planters, Mackintosh community garden, Shelley Community Garden, Whitchurch community growing group, Ely Hub community garden, Princess Diana Park, and [Edible Adamsdown](#), many of which are using land being leased or on meanwhile use from public sector organisations.

[EggSeeds](#) has developed a “Grow your own potato initiative” pack. In 2015, over 500 packs will go out to communities across the City through partnership with Flying Start, Families First, Communities First teams, Cardiff Neighbourhood Partnership and Healthy Schools.

[Orchard Cardiff's](#) abundance project has mapped more than 200 fruit trees across the City. In 2013, it harvested over ½ tonne of top quality apples that

were redistributed through FareShare. In 2014, foraging walks were held in local parks and public trails and Ely Edible Walks are developing geocaching edible walks launching in March 2015.

The Big Dig has been supported in Cardiff for two years and with four community growing sites opening up to share community growing with the wider population: [Riverside Community Garden](#), [Mackintosh Community Garden](#), [St Peters Community Garden](#) and [St Mellons Community Garden](#).

The Deposit Cardiff Local Development Plan 2006-2026 (LDP)<sup>10</sup> will provide the legal framework for the development and use of land within Cardiff for the period up to 2026, and is currently undergoing public examination. The plan provides a policy which asks for community growing spaces on housing developments of 46 units or above in addition to any other requirement for green space provision.

**5 Primary and secondary schools are adopting holistic school food education and engagement programmes - such the *Food for Life Partnership* - including growing, cooking, farm visits and improvements to meals and dining culture.**

Every school in Cardiff is part of the Cardiff Healthy Schools scheme, which is accredited by the Welsh Network of Healthy School Schemes. As one of the health topics, schools are supported to develop a whole school approach to nutrition. Pupil participation is vital to promote health and wellbeing in schools to ensure the children and young people take ownership of the initiatives. Schools develop a School Nutrition Action Group (SNAG), or other pupil group, to promote healthy eating as laid out in the [Welsh Governments Appetite for Life Action Plan](#) and Healthy Eating in School (Nutritional Standards and Requirements) (Wales) [Regulations](#). These regulations outline what schools must do ensure they are serving nutritious food to learners, including:

- not allowing schools to serve confectionary such as chocolate and sweets or savoury snacks such as crisps
- increasing the availability of fruit and vegetables served by schools
- limiting the number of times that meat products and potatoes cooked in fats and oils can be served each week
- serving only health drinks, such as water and milk

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<sup>10</sup> Cardiff Local Development Plan 2006-2026. See Chapter 4: Strategy, Key policies and Key Diagram – KP14: Healthy :Living pg 82 and Chapter 5 Detailed Policies - Community p174 Provision for Allotments and Community Growing <https://www.cardiff.gov.uk/ENG/resident/Planning/Local-Development-Plan/Documents/Deposit%20Plan.pdf>

SNAGS are supported by partners in the Council and Public Health to develop actions and link with their school catering team. Improvements to school meals and the dining room environment/experience are key actions implemented within SNAGs.

Schools are offered training in nutrition and practical cooking to help ensure that consistent messages are delivered to pupils. To date, staff from 64 schools have attended the practical cooking and healthy eating training (*'Cook It in the Class'*) delivered by Cardiff Healthy Schools and Public Health Dietitians. Around 40 schools in Cardiff run an after-school cooking club and the *'Little Cooks'* program is currently in development to deliver to children in reception.

Gardening within the curriculum and at after-school clubs is commonplace in schools, particularly primary schools. Current Healthy Schools data suggests that 74 schools carry out gardening activities with pupils, and 79 do composting activities. Fifteen schools in Cardiff run [Community Food Cooperatives](#) where children can get involved in preparing and selling bags of fruit and vegetables at an affordable price, and 88 schools provide free breakfasts. In the majority of schools in Cardiff, infants are also offered free milk at break-time and many primary schools run fruit tuck shops.

Nearly every school in Cardiff is signed up as an Eco School, working on a range of issues across 8 topics including; waste minimisation (e.g. order what we eat campaign, fruit skin bins), energy (e.g. food miles), promotion of healthy diets, growing projects and Global Citizenship (e.g. fair-trade promotion). Over 100 schools have at least 2 stars for the Eco School 'Healthy Living' criteria and 11 schools have been awarded platinum status, covering and mainstreaming all 8 topics.

**Table 2: Eco-Schools star ratings for schools in Cardiff**

STARS	Energy	Water	Waste Minimisation	Healthy Living	School Grounds	Global Citizenship
1	6	13	4	4	7	3
2	52	32	42	46	30	30
3	42	33	63	57	78	75

6

**Tailored training opportunities on food buying, cooking, nutrition and hygiene skills and/or access to community kitchens are being provided for a variety of audiences including young adults, families and the vulnerable elderly.**

*Dieticians in Cardiff co-ordinate a programme* of quality assured nutrition skills training and initiatives under **NUTRITION SKILLS FOR LIFE™**. Delivery of this programme aims to support a wide range of Cardiff community workers, including those from health, social care and third sector organisations to promote healthy eating and incorporate food and nutrition skills into their work across the life course. The programme aims to reach community groups in Cardiff who may not have the confidence to prepare and eat a healthy balanced diet. By training those who work closely with and understand the needs of local people, the programme successfully supports communities across Cardiff to learn more about healthy eating. Aged Cymru accredited Level 2 Food and Nutrition Skills training, delivered by dieticians, enables community workers to develop the competencies required to promote key healthy eating messages focusing on the Eatwell plate. Thirty six tailored courses have been delivered to those working in Cardiff with the Community, with Early Years and with Older Adults (in care). This has resulted in the training of 319 individuals working in community, health or care settings in Cardiff using community kitchen facilities across the city. It also teaches practical skills such as budgeting, shopping for healthy foods, understanding food labels and how to adapt recipes.

Dietitians support those who have completed the Level 2 Aged Cymru Community Food and Nutrition Skills Course to plan, implement and evaluate healthy eating initiatives with the communities they work with. This can include delivery of accredited Level 1 courses. For example, the Level 1 *Get Cooking* programme equips participants with practical food skills to enable them to prepare healthy, safe, economical meals for themselves and their families. At least 12 dishes are prepared, including a selection of starters, main courses and desserts using a variety of cooking methods. The programme is delivered across Cardiff to families and community groups through volunteers that have been trained in the Level 2 programme. This cascading has so far resulted in 13 *Get Cooking* courses being delivered to 60 learners. One organisation, ACE, has six such local volunteers who have trained to Level 2. These tutors have delivered Level 1 *Get Cooking*; have recently delivered the Love Food Hate Waste “cooking on a budget” courses; and are now looking to set up a weekly meal planning/budgeting advice group in order to support more participants.

Half-day *Cooking on a Budget* courses are also offered by City of Cardiff Council, “helping you to make the most of your groceries without breaking the bank and still providing tasty, healthy, simple food for your family.” The City of Cardiff Council also provides a one day food safety course as part of their work skills training programme. Learning how to work safely and effectively within the food handling industry, the course provides an understanding of the basics of food safety and how to control hazards and prevent food poisoning.

## Key Issue 4: Promoting a Vibrant and Diverse Sustainable Food Economy

2 Vocational training and business planning, finance, development advice, support and/or grants are being provided to new sustainable food entrepreneurs, including producers, processors, retailers and caterers.

**Growing the Future** is a program funded through the European Agricultural Fund that provides horticultural training to prospective new voluntary and commercial growers in Cardiff. Three growing hubs have developed in Cardiff over 2013/2014 and 2014/2015 growing season and have delivered 37 sessions of training to 397 participants on all aspects of food growing. A further 27 sessions are planned for 2015.

City of Cardiff Council provides a range of support for local food businesses, for example by offering free/reduced rate pitches at the City's events such as the [Cardiff Country Fair](#). Three new social enterprises – [EggSeeds](#), [Free Range Learning](#), and [Green City Events](#) – that specialise in training around sustainable food have been involved in many of the city's food and community [events](#) and are central to the provision of vocational training opportunities in Cardiff.

The City of Cardiff Council flagship International Food and Drink Festival, which last year attracted over 70,000 visitors, showcases local and Welsh produce and included stalls from Riverside Farmers Market (RCMA). RCMA has also received support from City of Cardiff Council in the growth of its operation to four sites across the city. The Council also runs a vibrant indoor market which has been running since the 1700's which supports both existing and new food enterprises, including Ashton's Fishmongers – one of the largest fish retail outlets in the United Kingdom.

Food businesses in Cardiff have also been aided by packages of support offered by Welsh Government. Ten Cardiff based businesses have received assistance through the Trade Development Programme [providing](#) support from mentors such as [Cywain Agriculture](#) – a mentoring service dedicated to adding value to produce grown or reared on Welsh farms. This support has seen products such as [Fablas](#) come to market, an ice-cream company based in Cardiff using milk from cows farmed and processed on the outskirts of the city and sold in the company's own shop in Victoria Park, Cardiff.

"We are able to go from cow to cone within a 3 hour period, producing a high class product that is unbelievable fresh and locally produced."  
- Fablas

Product development and technical support for this and many other Cardiff food business start-ups have been supported by Welsh Government through the Cardiff-based Food Industry Centre, [Zero2five](#) (e.g. 3 bakeries in Cardiff have been supported recently). The expertise of the Cardiff Met Business School is also available to provide additional advice and support for companies requiring help in areas such as marketing and finance.

A variety of healthy and sustainable food businesses, such as Riverside Sourdough and the Great Taste award winner Cardiff Based [Coco Caravan](#) that manufacture raw vegan chocolate, have received Welsh Government support to attend trade shows and festivals; while others have been supported by the Cardiff branch of [Business Wales](#) to better access public sector food procurement markets, for example through a series of hosted 'meet the buyer' events and related services.

City of Cardiff Council also run Agored Cymru accredited Community Food & Nutrition courses to support food businesses developing healthier choice business models. Over the last 12 months 2 courses were held which trained 15 attendees from 10 businesses. All attendees reported that their business would benefit from the course. Thirteen (87%) of attendees reported that they would make changes within their business including increasing their healthy options range and using healthier cooking practices; and between them estimated that over 900 food business staff would benefit from the knowledge cascaded through their businesses.

7 **Local producers can connect direct with consumers and/or better access wholesale and retail markets through events, on-line tools and cooperative marketing and retailing initiatives.**

Since being established with one bi-monthly Farmers' Market in 1998, RCMA ([Riverside Community Market Association](#)) Farmers' Markets has grown to become a vibrant social enterprise running several weekly markets in Cardiff and the [Riverside Community Garden project](#). With a passion for 'fresh local produce for everyone' these markets operate in Rhiwbina on Fridays, Roath on Saturdays and Riverside on Sundays, as well as running a mixed street market on St. Mary Street every Saturday in collaboration with City of Cardiff Council.

The aim of these markets is to provide local producers and small food businesses with better access to customers in Cardiff communities, with a strong marketing slant towards local, healthy and sustainable food. Across the three main markets (Riverside, Roath and Rhiwbina) the average weekly footfall is around 1300 people, shopping at between 50-55 stalls resulting in annual sales close to £1million. This retail opportunity helps keep traditional farming families on the land, and contributes to supporting employment at various stages of growing and production - this employment often being in rural or disadvantaged communities. A further, [weekly farmers market](#) has recently opened in St Fagans following the success of the annual St Fagans Food Festival.

**Bessemer Road Wholesale** market in Cardiff sources local produce wherever possible, serving the 27 retail outlets which are greengrocers or sell fruit and vegetable as a subsidiary activity. It also supplies the majority of the 33 Fruit and Vegetable **Community Cooperatives** that operate in Cardiff to provide an affordable source of fruit and vegetables to communities in Cardiff (for an example, [click here](#).). Total Produce, one of the companies running from Bessemer Road Wholesale market, develops strong links with its Welsh suppliers, supporting them through agreeing forward contracts.



[The Welsh Food Box Company](#) is a Cardiff based company delivering organic fruit and vegetable boxes and a raft of other food and drink products produced locally within Wales from small producers such as Riverside Market Garden. It is working cooperatively with over thirty Welsh Food producers. Food Cardiff is working with this company to support marketing activities and making business links to promote and help expand the venture.

The wonderful organic food that we buy from you helps support local farmers and does not add to transport costs and pollution—as well as giving our family the best food available. Having our food delivered on a weekly basis is heavenly. We look forward to seeing you each week, and know that we will continue to buy our organic products, and indeed almost any of our food, from you for many more years to come.

A Welsh Food Box Company Customer

**9 Any other ‘significant’ action/outcome that promotes a vibrant and diverse sustainable food economy:  
Street Food in Cardiff**

**Street Food Cardiff (SFC)** is an independent collective of food traders with a vision to revolutionise dining options in Cardiff. The focus is upon ‘providing the city with well tasty dishes sourced locally without paying for the white table cloth.’ Over the past 3 years Street Food Cardiff has run a series of food projects across Cardiff including the Chucks Pop Up Burger bar in Pontcanna, the Street Arty Event in Macintosh Place in Roath, The Art Car Boutique in Canton and, most recently, the SFC indoor food festival at Depot, Dumballs Road, Butetown.

‘Depot’ was a pop up food court using a disused warehouse on Dumballs Road as a unique dining venue. The project ran for 12 weeks and, over the course of this run, the number of customers averaged a staggering 1,600 per evening. There were 50 plus employees across 10 food businesses trading in the food court, all of which sourced products locally, generating a significant amount of business for local producers.

Cardiff’s Street Food scene has been cited as a deciding factor in national brands such as Burger & Lobster and Wahaca opening branches within the City, so the venture is attracting new business. In fact, Burger & Lobster used the Depot as a marketing platform to launch the opening of their Cardiff branch.

Street Food Cardiff provides local food producers and sellers with an opportunity to connect with large numbers of consumers and to develop new

retail opportunities for their businesses. Wild Fig Farm Foods is a family run farm which produces a range of good quality locally grown fruit and has a reputation for producing excellent luxury ice creams. SFC has worked with Wild Fig to develop a street food proposition The Brulle Bar, which serves Creme Brulee with imaginative toppings and a serving of Wild Fig ice cream thereby giving the company an opportunity to showcase its produce and a platform to build new revenue streams within the existing business.

Street Food has been proven to be an ideal way to start a catering venture. In 2012 [Got Beef](#) was established as a mobile catering business, touring UK music and food events. At the beginning of 2013, the business took up residence at The Canadian in Adamsdown Cardiff. Together with support from Cywain (see 4.2), this pop-up venture enabled the business to make the leap and set up a permanent restaurant in Cardiff; **Got Beef Bar and Kitchen**. Got Beef prides itself in sourcing produce as locally as possible, something that Welsh Government programme Cywain has helped with.

A further venture is **RCMA's 2014 Christmas Street Food Market** which was so successful (with over 1000 people attending resulting in a combined stallholder revenue of over £10,000) that a further 4 seasonal markets are in the pipeline.

Throughout 2015, working with businesses such as RCMA and SFC, Food Cardiff will be working to facilitate new sites and opportunities to nurture new traders for innovative events to make Cardiff a 'go to venue' for street food.

It's been great to see the impact of Street Food Cardiff on the overall food scene in Cardiff. There's a massive buzz around what they're doing, and it's great to see so many new businesses emerging and growing out of the street food movement.

Between street food, farmers' markets, and the arrival of London's restaurant brands, Cardiff's food scene is booming. At the Wahaca launch, founder Thomasina Miers cited it as one of the things that attracted her to use Cardiff as the city to open her first site outside London.

- Matt Appleby, Director at Golley Slater



## Key Issue 5: Transforming Catering and Food Procurement

3 **Individual public sector bodies have adopted healthy and sustainable food policies e.g. nutrition standards, healthy options in catering and vending, 'tap water only' policies and/or ethical standards such as cage-free eggs, sustainable fish and Fairtrade.**

City of Cardiff Council's Commitment to Sustainable Food Procurement<sup>11</sup> aims to:

- Build sustainable development into City of Cardiff Council food contracts.
- Promote collaboration between City of Cardiff Council and other public, NGO and private sector bodies with food procurement interests.
- Improve the quality and nutritional value of food purchased by City of Cardiff Council.

An example of this commitment is the Council's *Fair, Ethical and Sustainable School Catering Policy* which specifies the use of locally sourced food in schools, engagement with local free fruit initiatives, the use of MSC certified fish, Fairtrade, and recycling and composting. Cardiff also celebrated 10 years as a Fairtrade City<sup>12</sup> this year, an achievement fully supported by the City of Cardiff Council. The City of Cardiff Council has a Council commitment towards Fairtrade: only serving Fairtrade tea and coffee in its meetings, and promoting other Fairtrade products within its canteens and catering services.

Cardiff and Vale University Health Board, City of Cardiff Council, Cardiff University and the University of South Wales have all signed the **Sustainable Fish Cities** pledge, committing to remove endangered species from their respective menus and promote fish which has been demonstrated to be sustainable. This means that Cardiff is well on the way to achieving 3 Fish City stars

Cardiff and Vale University Health Board (UHB) has a statutory responsibility to improve health and prevent ill-health in the local population, as well as providing individual patient centred care. In 2010, Cardiff and Vale UHB committed to become a Practising Public Health Organisation, essential components of which include the creation of healthy working environments and the development of health improvement initiatives, including the provision of opportunities to access healthy food and drink within the workplace. The UHB therefore has a responsibility to positively contribute

<sup>11</sup> City of Cardiff Councils Commitment to Sustainable Procurement, available online at <http://www.wlga.gov.uk/publications-and-consultation-responses-env/cardiff-council-commitment-to-sustainable-food-procurement/>

<sup>12</sup> Cardiff: Ten Years as a Sustainable City, available online at <https://esdgcincardiff.wordpress.com/2014/01/31/cardiff-10-years-as-a-fairtrade-city/>

towards the health and wellbeing of the 14,500 staff that it employs (Cardiff and Vale UHB 2010). All hospital sites in Cardiff comply with the Welsh Government Health Promoting Hospital Vending Guidance<sup>13</sup> which limits the levels of fat, saturated fat, sugar and salt in the products available.

Two further policies are currently in development which will have a significant impact on the food environment in Cardiff's Hospitals and significantly exceed existing national guidelines: the **Healthy Retail Criteria** and the **Hospital Restaurants and Retail Catering Outlets Food Standards**. Both of these standards will see a move to "healthy" products forming 75% of the choices on offer in shops and restaurants across hospital sites in Cardiff. The Healthy Retail Criteria has been approved at Board level and has already been used to inform the tender process for the new Plaza in Llandough Hospital. A period of consultation is currently underway on the **Hospital Restaurants and Retail Catering Outlets Food Standards** with a view to launching the new menus in summer 2015.

Learning taken from this pioneering approach in the Health Board are being used to develop similar initiatives within City of Cardiff Council and its facilities such as leisure centres. For example City of Cardiff Council are pursuing healthy vending policies for their major office sites in Cardiff.

4 **Public sector organisations and large private caterers have achieved quality, healthy, sustainable and/or ethical food accreditation, such as the *Food for Life Catering Mark, Sustainable Fish, Good Egg* and other awards.**

Two organisations in Cardiff have achieved the Silver Food for Life Catering Mark: Busy Bees Nursery and Just Learning. Cardiff University has the Bronze Food for Life Catering Mark. Following the recent Cardiff Food Summit, where the University prepared a gold standard Food for Life menu for the event, the Catering Manager is now offering the gold standard menu for events. The National Assembly for Wales and Quarry Hall care home also have the bronze award.

Three workplace standards operate in Cardiff. The [Corporate Health Standard and Small Workplace Health Awards](#) are Welsh Government programmes delivered by Public Health Wales, and the **Healthy Options Award**, which is administered by City of Cardiff Council.

The Corporate Health Standard is presented in bronze, silver, gold and platinum categories to public, private and third sector organisations implementing practices to promote the health and well-being of their employees, and contains nutrition as a 'specific health issue' at each level. It is a progressive programme and organisations are re-assessed every three years. In Cardiff, three businesses have achieved bronze, seven have silver, five have gold, and Cardiff and Vale UHB has platinum. Twenty four Small Workplace Health Awards (bronze to gold) are held by workplaces in

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<sup>13</sup> Welsh Government Health Promoting Hospital Vending Guidance, available online at <http://wales.gov.uk/topics/health/improvement/index/vendingguidance2012/?lang=en>

Cardiff. Of these, 16 cover healthy eating, including the bronze award held by EJ Catering and the silver award held by the Older People's Commissioner for Wales.

The Healthy Options Award Scheme aims to recognise those food businesses that offer healthier menu options to their customers. A wide range of businesses can apply for the award including takeaways, sandwich bars, pubs, workplace canteens, leisure centres, and colleges. A total of 59 organisations have been awarded bronze, silver or gold. Included in the larger organisations are Sports Wales (silver), Servest at BBC Wales (silver), City of Cardiff Council Leisure Centres (bronze-gold), Park Plaza Hotel (silver), Eurest Food Service at Welsh Government (gold), Cardiff University (gold), Swalec stadium conference centre (silver), Heathfields at the UHW (gold) and Cardiff Metropolitan (silver).

**5 The uptake of healthy and sustainable catering accreditation is being tracked and actively communicated to promote further uptake across all key settings, including nurseries, schools, colleges, hospitals, care homes and workplace canteens.**

All the schemes outlined in section 4 (above) are tracked and the information is held in databases with the details of the schemes' respective accreditation bodies. The Food Cardiff Coordinator is working on an on-going basis with staff from these respective bodies to actively promote their accreditation schemes to prospective new adopters throughout the City.

Successes such as Cardiff and Vale UHB's recent platinum award for the Corporate Health Standard are communicated through [press releases](#) and plans for the Corporate Health Standard to join forces with Food Cardiff on a social media campaign are in the pipeline. Press releases have also been used to encourage further uptake of the sustainable Fish City pledge following Cardiff's success.

Dr. Sharon Hopkins, executive director of Public Health for Cardiff and Vale University Health Board said:

*"Eating fish has many health benefits and we are determined to do our bit to make sure that we will still see fish on our menus long into the future. We hope this will be just the start of the NHS in Wales supporting sustainable fisheries – it doesn't cost more to serve sustainable fish and we urge Wales's other Health Boards to follow suit"*

Indeed these conversations are now happening with Health Boards across Wales in conjunction with NHS Wales Shared Services Partnership and, following Cardiff University taking the lead, the University of South Wales has now also signed the pledge.

Cardiff University's Catering Manager and Food Cardiff member has been very influential in providing advice and demonstrating best practice in how healthy and sustainable can be sourced from and served in Wales. Hosting the Cardiff Food Summit with a delicious gold standard Food for Life menu he showcased the best of local and sustainable Welsh food and drink to several different catering establishments present at the event.

The City of Cardiff Council's Healthy Options Award is widely promoted, and information is available on various websites - including City of Cardiff Council and [Chartered Institute of Environmental Health](#) - where short case-study videos aim to promote the award and nutritional training. There are also case studies which include a food business operator from an Indian takeaway, leisure centre, workplace, and small café.

An information leaflet on the Healthy Options Award has been produced in English/Welsh as well as Arabic, Slovak, Farsi, Kurdish, Bengali, Greek, Polish, Cantonese, Mandarin, Urdu and Turkish. The information is also available in an article for the Trading Standards leaflet, to be distributed to a range of public places and business operations in Cardiff. Presentations on the award have been given at food business forums and information is given to prospective businesses by food safety officers via food safety inspections. Celebratory ceremonies have been held to congratulate those businesses that have achieved the award.

## Key Issue 6: Reducing Waste and the Ecological Footprint of the Food System

### 1 City-wide campaigns to raise public awareness of food waste and how to reduce it are being delivered - such as *Love Food Hate Waste*, *Feeding the 5000*, *The Pig Idea* and *Disco Soup*.

There are currently three main food waste campaigns running in Cardiff:

**Love Food Hate Waste's 10 Cities campaign** in Cardiff launched in September 2014 in partnership with Sainsbury's and City of Cardiff Council, with a Liquid Green Machine offering free smoothies made from food which would otherwise have gone to waste. It was attended by thousands of Cardiff residents, the Minister for Natural Resources and The Lord Mayor. The Love Food Hate Waste team spoke to over 2000 people sharing tips and advice and received over 600 pledges to #DoOneThingDifferently. Since then, free training workshops for housing associations, community groups, food groups and businesses such as Lakeland have been running; a Food Champion Network has been set up to bring together everyone across the City who wants to get involved; and free cookery classes start in Spring 2015. Two grant funded community programmes are also underway:

The first of these is a series of (fully subscribed) *Cooking on a Budget* courses, delivered through ACE Communities First in one of the most deprived areas of Cardiff. The tutors on this course are local volunteers who have attended Get Cooking training. In the second, Cynefin Cardiff, Green City Events and Lia's Kitchen have put on a programme of roadshows and pop up cafes. Two pop up cafés focusing on the issue of food waste<sup>14</sup> have sold out. Love Food Hate Waste tips and advice have been delivered along with guidance on how participants can benefit from wasting less food in addition to understanding what to do with the food you can't eat – recycling and composting. The first roadshow was held at Roath Farmers market and delivered Love Food Hate Waste messages to 180 people. Intensive Love Food Hate Waste courses have been delivered to volunteers taking part in these initiatives. The campaign, which runs to the end of March 2016, has the potential to save 3.4 million tonnes of food from going to waste, with carbon savings of almost 5,000 tonnes.

City of Cardiff Council's **Really Rubbish Campaign** is running a school competition to design a 'Fantastic Food Waste Menu.' The competition asks pupils to come up with ideas for avoiding waste by using leftover food to make something tasty; inventing a Super Starter, Marvellous Main or Delicious Dessert. Forty one entries were received. The overall winning school was Meadowlane Primary School for creating a special pizza which included leftovers from Sunday / Christmas dinner.

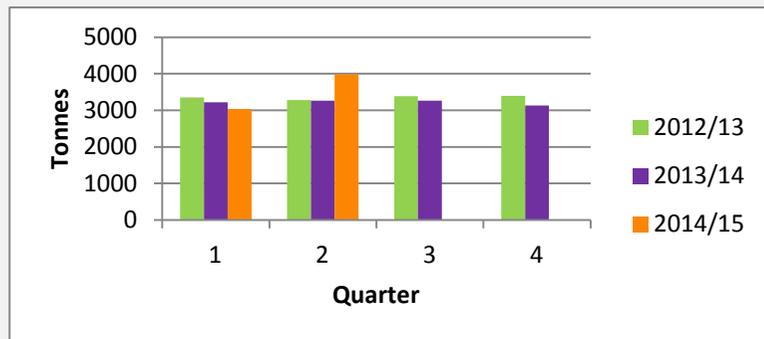
<sup>14</sup> Pop Up Food Waste Café: [www.greencityevents.co.uk/event/pop-waste-food-cafe-1](http://www.greencityevents.co.uk/event/pop-waste-food-cafe-1)

**Waste Awareness Wales** in conjunction with City of Cardiff Council is in the process of carrying out a food waste campaign with the aim of increasing resident engagement in food waste collections. Four of the poorest performing wards in Cardiff were targeted with a campaign to monitor pre-intervention participation and average collection weights per household. The intervention consisted of targeted face to face engagement, delivery of literature, equipment and bags. Results from one of the four wards (other results pending) showed an additional 148 properties are now taking part in the food waste collection service leading to an additional 548kg of food waste being collected. In the process, 71 kerbside caddies and 84 kitchen caddies were delivered to residents following intervention.

4 **A food waste collection scheme for homes and/or for restaurants and other catering, retail and manufacturing businesses has been established and is redirecting this waste for composting, energy recovery (AD) or animal feed (where permitted).**

Wales is the only country in the UK in which all local authorities have household food waste collection for composting or anaerobic digestion. Cardiff offers food waste collection in all areas of the City and collects in the region of 13,000 thousand tons of household food waste per year. Recent figures (see graph) suggest a slight downward trend in food waste collected. There is evidence to suggest this could be due to a reduction in overall food wasted due to campaigns such as the [Really Rubbish Campaign](#), [Waste Awareness Wales](#) and [Love Food Hate Waste](#).

**Graph 3: A comparison of kerbside collected food waste, 2012/13 – 2014/15, per quarter**



WRAP’s Hospitality and Food Service Agreement is a voluntary agreement for businesses and organisations of all sizes to promote the reduction of food and associated packaging waste and to increase the amount of material recycled. In Cardiff, signatories and supporters include the Millennium Stadium, the Wales Millennium Centre and the Chapter Arts Centre.

Chapter Arts Centre benefitted from having a complete waste review by Wrap Cymru in 2014 and was awarded additional investment (partly grant funded by Wrap Cymru) for equipment that has so far resulted in 20 tonnes of waste being recycled (as opposed to being landfilled), 2.6 tonnes less waste being generated, and a cost benefit of approximately £2,213.

WRAP Cymru has also provide grants and consultancy support for hospitality, tourism, food and drink SMEs which want to reduce their waste – including food waste – and recycle more. Wrap Cymru also provides support to the resource management sector, which in turn increases the provision of good quality recycling services for businesses in Cardiff.

**8 Local charities and social enterprises are collecting consumable surplus food and redistributing it to organisations feeding people in need, while working to raise the nutritional standards of the food aid being offered.**

WRAP, together with Welsh Government and other stakeholders, are working to identify opportunities to maximise surplus food redistribution in order to prevent food becoming waste by diverting it to people who need it the most. Research is being conducted at various stages of the food chain including food manufacturing businesses, retail distribution depots, back of retail store and hospitality and food service businesses. One of the outputs from this work is the development of a pilot project with a major retailer in Cardiff putting into practice, and building on, the learning from the Bristol Food Connection Programme pilot study which investigated surplus food redistribution from retailers back of store.

WRAP Cymru has also established close links with food redistribution body Plan Zeroes and there are opportunities for further collaboration following the launch of their new software and website. WRAP and are also liaising with FareShare on a database of organisations in Wales that are engaged in or are interested in the redistribution of surplus food. This work will also feed into and inform the development of a community owned food venture in one of the most deprived areas of Cardiff.

Food Cardiff member, Fareshare Cymru carry out the majority of food redistribution work in Cardiff. In the 12 months to January 2015 Fareshare Cymru redistributed 171 tonnes of food; enough to contribute to over 408,622 meals. Over Christmas, Fareshare Cymru [distributed 1400 turkeys](#) which were surplus to supermarket requirements but which helped provide a Christmas meal to those who otherwise would not have received one. The organisation’s customers are local charities within 50 miles of its Wentloog warehouse, such as the Huggard Centre for the homeless in Cardiff, refugee centres and centres for vulnerable people such as abused women. It has supplied 18 organisations in Cardiff including six new Cardiff members in last 12 months.

Fareshare Cymru have just been awarded the ‘Environmental Award’ at the Wales Council for Voluntary Action’s prestigious Third Sector Awards in

recognition of the work carried out to support community ventures such as the Oasis Centre . The centre works with asylum seekers and refugees, aiming to integrate them into the local community by providing a wide range of services such as English lessons, craft sessions and women only groups, serving up a hearty lunch in between. Initially just providing soup and bread, the variety of food provided by FareShare means this daily meal is now [the focal point of the day](#).

Get It Out for Cardiff is the annual end of term waste, recycling and charity collection scheme for students. In 2014, 560kg of unopened in-date food was collected. The collections were made once or twice a week according to demand by representatives of City of Cardiff Council. These donations were taken directly to Fareshare Cymru, who sorted the food and redistributed them to families in need across Cardiff.



## Appendix 1: Terms of Reference and Business Group Membership



### Food Cardiff Council: Terms of Reference

#### 1. Name

The name of the group will be **the Food Cardiff Council** and will be composed of the **Food Cardiff Council Business Group** (Business Group) and **Food Cardiff Community**.

#### 2. Purpose

- To progress a sustainable food city by overseeing the development, implementation and monitoring of the Cardiff Food Charter (see appendix 1) and achieving the Silver Sustainable Food Cities Award by November 2017 (Appendix 2).
- To oversee the development, implementation and monitoring of the food and nutrition element of the Cardiff Partnership Board Healthy Lifestyles work stream, including action to address food poverty.
- To develop and agree the Cardiff Sustainable Food Action plan and monitor its implementation
- To ensure that the Cardiff Sustainable Food Action Plan fits with relevant Welsh Government strategies [see appendix 2], and pertinent local strategic plans e.g. Cardiff One Planet City; the What Matters strategy; Local Public Health Strategic Framework
- To instigate joint work between organisations to progress the implementation of the Cardiff Food Charter
- To share information about, and encourage community engagement in Sustainable Food Action with people locally, nationally and internationally.
- To share good practice and learn from Sustainable Food Action carried out elsewhere

#### 3. Accountability / reporting mechanisms

The Food Cardiff Council will report to the Cardiff Partnership Board Healthy Lifestyles programme Board and the Environment work stream.

#### 4. Operation of meetings

- Food Cardiff Council is composed of:
  - The “**Business Group**”, members of which are assigned the role of representing and championing an agenda for 12 months on behalf of Food Cardiff and
  - The **Food Cardiff Community**, members of which are those individuals, communities and businesses that have signed up to the principals of the Food Cardiff Food Charter. (The focus of action for 2016 will be considered towards the end of 2015).
- There will be a minimum of 4 Food Cardiff Council meetings a year with the following format:
  1. A “Business meeting” of the Business Group to cover minutes, priority setting, action plan, monitoring etc held in open session.  
Followed by a break
  2. A Food Cardiff Community Networking session where a specific topic is presented and debated by the Business Group and Food Cardiff Community (i.e. the Food Cardiff Council).

- The group reserves the right to co-opt other members of a temporary nature in order to receive information and to identify and plan priorities
- Task and Finish/working Groups that report to the Food Cardiff Council may be established to progress pieces of work.
- Extraordinary meetings may be called by the Chair from time to time
- With regard to key decisions, each member of the Food Cardiff Council Business Group has a vote, with the exception of the Chair. In the event of a tie the Chair has the casting vote.
- The steering group, made up from Sustainable Food Cities Co-ordinator ( SFC), Tom Andrews, Liz Lambert, Tom Porter (i.e. Funders) and Food Cardiff Council Chair, will share key ideas and discuss programme actions, progress and monitor outcomes, methods of communication, training, finance/budgets and longer-term strategy. They will meet monthly to discuss the overall action plan and sustainability of the Food Cardiff Council. SFC will feedback on the aims and objectives.

#### 5. Minutes and agendas:

- Minutes of meetings will be distributed within 14 days of the previous meeting. Action points, target dates for completion and the person(s) accountable for an action should be identified in the minutes. Minutes will be published on the Food Cardiff Web site and a link tweeted.
- Agenda items should be submitted to the chair 7 days prior to the meeting at which they are to be discussed.
- The agenda for meetings should be sent and published on the web site no later than one week before the date of the meeting. Link to be tweeted one week ahead of meeting.

#### 6. Membership

- The **Food Cardiff Council Business Group membership**, including chair and vice chair(s) will be reviewed on a 12 monthly basis and will be recruited from the Food Cardiff Council according to the agreed work focus. For 2015 this is “Tackling diet-related health inequalities”.

**Table 1: Food Cardiff Council Business Group Membership, January 2015**

Individual	Organisation	Expertise/Networks
Sarah Cole	Director of Finance and IT, Cadwyn Housing	Housing
Helen Nicholls / Laura Low / Lisa Williams	Chief Dietician / Community Dieticians, Cardiff and Vale UHB	Community nutrition and food skills
Tom Porter	Consultant, Cardiff and Vale UHB	Cardiff and Vale UHB
Catherine Williams	Cardiff Foodbank	Foodbanks
Kevin Morgan, Ana Moragues-Faus	School of Planning and Geography, Cardiff University	Academic and city links

Jane Forshaw (Co Vice Chair)	Director of Environment, City of Cardiff Council	City of Cardiff Council
Liz Lambert	Sustainable Development, City of Cardiff Council	City of Cardiff Council
Beverly Lloyd	Housing Benefits Enquiry Manager, City of Cardiff Council	Welfare reform, benefits
John Hallet / Wendy Marinos / Su West/ Allan Herbert /	Cluster Managers, Communities First	Communities First
Sarah Germain	Fareshare Cymru	Food redistribution
Emma Williams / Sam Holt	Federation of City Farms and Market Gardens	Allotments and community growing
Katie Palmer (Coordinator)	Food Cardiff	Food Cardiff
Matt Appleby	MD, Golley Slater	PR and city contacts
Steve Garret (Co Vice Chair)	RCMA	Local food economy
Tom Andrews	Soil Association	Sustainable Food Cities
Father Dean Atkins	St German and St Saviour	Challenges food poverty
Carl Nichols (Chair)	Head of WRAP Cymru	Surplus food, industry

Administrative support for the Food Council will be provided by Emma Crooks.

## Appendix 2: Food Cardiff Action Plan

### Cardiff Sustainable Food Action Plan 2014-15<sup>15</sup>: Making healthy and sustainable food accessible for all

**Introduction:** Good food is vital to the quality of people's lives in Cardiff. As well as being tasty and affordable, food should be good for people, good for places and good for the planet. Building on Cardiff's rich history at the heart of a nation famous for its food, this action plan is designed to celebrate and promote a vibrant and diverse food culture and to increase the demand and supply of fresh, seasonal, local and organic Welsh food throughout the city. By promoting healthy, sustainable and ethical food as part of a thriving local economy, the Cardiff sustainable food action plan will improve the health and wellbeing of residents and visitors alike and create a more vibrant, connected and prosperous city.

The ambitions of this action plan are aligned with Welsh Government and local strategies including the Welsh Assembly Government (2010) Food for Wales Food from Wales: 2010-2020. A Food Strategy for Wales and Cardiff: what matters 2010-2020 the 10 year partnership strategy for Cardiff. Appendix 1a outlines the full set of strategies to which this action plan is aligned.

**Priorities:** To inform the development of this action plan we have mapped our sustainable food assets and engaged with over eighty individuals and organisations across the city. The mapping and engagement process will continue over the next three years. We intend to build upon this excellent foundation by setting out specific actions to address 5 population level outcomes:

1. Health and wellbeing for all: people in Cardiff eat well
2. A thriving local food economy and sustainable food procurement
3. Environmental sustainability
4. Resilient, close knit communities
5. Fairness in the food chain

These outcomes are not mutually exclusive and many of the actions will contribute towards more than one outcome. This action plan will be underpinned by an engagement plan to promote the Cardiff Food Charter and persuade organisations and individuals to make pledges to support it (see appendix 1c).

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<sup>15</sup> Revised January 2015

The Cardiff Food Council will ensure that research and monitoring is undertaken and public sector policies are in place to support Cardiff as a sustainable food city (see appendix 1d).

**Governance:** The implementation of the Cardiff Sustainable Food action plan will be overseen by the Food Cardiff Council. The Food Council will report to the Healthy Lifestyles Programme Board and the Environment Work Programme of the Cardiff Partnership Board. Being part of the Board's structure enables access to the senior-level decision makers of the main Public Sector bodies in the city.

### **Priorities for the Cardiff Sustainable Food Cities Coordinator**

We have identified 4 priorities for the Cardiff Sustainable Food Cities Coordinator in year 1 of the programme, which will review over the three years of the programme. These priorities reflect a balance of quick wins (engaging large numbers in the Cardiff sustainable food cities approach and the sustainable fish city campaign) and actions that are likely to evolve require the full three year programme (changes procurement policies and practice).

#### **1. Food Poverty and access**

Working with Food Cardiff Council members and in conjunction with the Sustainable Food Cities Food Poverty Campaign and Welsh Governments Tackling Poverty Division, the Sustainable Food Cities coordinator will work to develop innovative and sustainable solutions to elevate food poverty. The approach will include eating well on a budget, benefits advice, where to go for nutritious hot meals, nutrition and cooking knowledge and skills, access to fresh, seasonal, local and affordable food (healthy start vouchers, food co-ops, school meals,) surplus food from suppliers/retailers to be made available at heavily discounted rate to those affected by food poverty, and cooperative and local food distribution schemes.

By the end of year 1 of the programme we will have increased the uptake of free school meals by 10%. Three hundred young adults and vulnerable elderly will have benefitted from training to address food buying, cooking, nutrition and hygiene skills. Surplus produce from growers and retailers will be made available to 200 people living on low incomes.

#### **2. Procurement**

Working with the procurement departments in City of Cardiff Council (including the Welsh Purchasing consortium -WPC) Cardiff and Vale University Health Board (including the NHS Wales Shared Services Partnership) and Cardiff University the Sustainable Food Cities Coordinator will influence procurement policies and practices to support sustainable approaches, to ensure:

- Significant increases in the consumption of fresh, seasonal and local/organic food and sustainable fish;

- That public food procurement tender contracts reflect the needs of and are accessible to local small businesses;
- That mechanisms to help local food businesses bid successfully for procurement contracts are in place

The Sustainable Food Cities Coordinator will be actively engaged in the procurement fora, both locally and nationally. As a consequence of the scoping and engagement work some quick wins will be identified and realised. A database of suppliers of local fresh, seasonal and local/organic food and sustainable fish will be developed.

### **3. Engagement in the Cardiff Sustainable Food Cities approach and Influencing National Policy**

The Sustainable Food Cities Coordinator will work with businesses and individuals to promote the Cardiff Food Charter and encourage and monitor food charter pledges. Research into local and National Policies linking socioeconomic status and health inequalities will be carried out and shared at a local and National Level to inform the work of Cardiff and Vale UHB, The Cardiff Partnership, and the Food, Health, Education and Tackling Poverty Divisions of Welsh Government.

### **4. Sustainable Fish Cities**

The Sustainable Food Cities Coordinator will work with Food Cardiff Council and Sustain to deliver a Sustainable Fish Cities campaign. The campaign will target the largest users of fish and will focus on avoiding the worst (removing endangered species from menus and sourcing); promoting the best (serving sustainably managed fish – MSC certified) and promoting the ‘sustainable fish city: top swaps’.

By the end of year 1 of the programme we will have achieved three Sustainable Fish City Stars.

### **Moving Forward**

By the end of year 1 Food Cardiff will have applied for the Bronze Sustainable Food Cities Award. Year 2 will see a refresh of this action plan to prioritise actions to enable Food Cardiff to become a Silver Sustainable Food Cities Award holder by the end of Year 3.

**Outcome:** Health and Wellbeing: people in Cardiff eat well

**Lead:** Rhianon Urquhart (Public Health Wales/Cardiff and Vale University Health Board)

**Principles:** Access to affordable healthy food and to information that helps people make better food choices should be a fundamental right for everyone in Cardiff

All food providers-manufacturers, retailers and caterers –should provide safe, nutritious food to promote the health and wellbeing of the people they serve.

**Indicator:** Increase in the number of people reporting eating 5 portions of fruit and vegetables each day

Priority Outcomes	Key actions	Lead	Resource	Performance Measures
Healthy settings	Healthy Settings: Schools and pre-schools enable access to healthy and sustainable food and to information that helps people make better food choices.			
	Implement the Gold Standard Healthy Snack Award in early years settings	Gwar James / Lisa Lowe (Cardiff and Vale UHB)	Welsh Government	No/%. of settings with Gold Standard Healthy Snack Award  No. of settings revalidated for Gold Standard Healthy Snack Award
	Implement the Healthy and Sustainable Pre-schools Scheme in an additional 10 early years settings.	Lisa Lewis, Healthy Schools Team, City of Cardiff Council	Public Health Wales/Welsh Government	No/% of early years settings improving food provision as part of the Healthy and Sustainable Pre-schools Scheme
	Implement Appetite for Life food and nutrition standards in all	City of Cardiff Council	Public Health Wales/Welsh	No/% of schools compliant with Appetite for Life food and nutrition standards

	schools.		Government	No/% of schools providing free breakfast clubs No/% of schools providing free school milk
<b>Healthy settings</b>	<b>Healthy Settings: Workplaces enable access to healthy and sustainable food and to information that helps people make better food choices.</b>			
	Improve the food offer (reduce processed food and confectionery, and increase healthy options) and provide employees with information to enable them to make the healthy choice in workplaces undertaking the Corporate Health Standard	Cardiff and Vale Public Health Team	Public Health Wales/Welsh Government	No of small businesses increasing healthy options/reducing processed food on offer/ providing information on healthy eating as part of the Small Workplace Health Award
	Improve the food offer (reduce processed food and confectionery, and increase healthy options) and provide employees with information to enable them to make the healthy choice in businesses achieving the Small Workplace Health Award	Cardiff and Vale Public Health Team	Public Health Wales/Welsh Government	No of small businesses increasing healthy options/reducing processed food on offer/ providing information on healthy eating as part of the Small Workplace Health Award
	Increase the number of Cardiff's largest employers achieving the Soil Association's Food for Life Catering Mark	Hannah Caswell Soil Association	Soil Association /Employers	No of large employers achieving the Catering Mark standards (bronze, silver or gold)

<b>Healthy settings</b>	<b>Healthy Settings: Hospitals enable access to healthy and sustainable food and to information that helps people make better food choices.</b>			
	Ensure the content of all vending machines in UHB hospitals comply with the Welsh Government's Health Promoting Hospital Vending Guidance	Simon Williams (Cardiff and Vale UHB)	Cardiff and Vale University Health Board	No of vending machines compliant
	Develop public health criteria to influence commercial outlets and private sector contracts on UHB hospital premises to ensure the healthy choice is the easy choice for patients, visitors and staff.	Sioned Owen-Jones  Cardiff and Vale Public Health Team	Cardiff and Vale University Health Board	No of existing outlets complying with the criteria  No of new contracts complying with the criteria (UHL)
<b>Healthy settings</b>	<b>Healthy Settings: Community settings enable access to healthy and sustainable food and to information that helps people make better food choices.</b>			
	Increase the number of food businesses/organisations achieving the Healthy Options Award	Allyson Jones  Health Improvement Team, City of Cardiff Council	City of Cardiff Council	No of food businesses achieving the Healthy Options Award (bronze, silver or gold)  No of food businesses progressing from bronze to silver and silver to gold.  No of food businesses maintaining the Gold

				Healthy Options Award following re-accreditation
	Ensure food business compliance with Food hygiene rating scheme.	Allyson Jones Health Improvement Team, City of Cardiff Council	City of Cardiff Council	No and % of food businesses that achieve 4-5 with food hygiene rating scheme.
	Ensure that all opportunities to promote Making Every Contact count eating well messages at Community and city-wide events are maximised (e.g. Country Fair and the Cardiff Half Marathon).	Cardiff and Vale Public Health Team	Public Health Wales/Wellbeing Activity Grant	No of community events that adopt the Eating well guidance  No of events where Change4life is promoted and Making Every Contact Count messages are disseminated.
	Ensure the Cardiff Local Development Plan continues to include and adhere to the principles of Healthy Urban Planning relating to food (including food growing spaces, availability of food in local shopping centres)	Sue Toner/Eryl Powell (working with City of Cardiff Council planners)  Cardiff and Vale Public Health Team	City of Cardiff Council	No of schools with hot food takeaways within 400 metres  Provision of food growing space  Availability of food in local shopping centres
	<b>Healthy and Sustainable Eating Campaigns that aim to change public behaviour are developed or supported</b>			

	Promote oral health issues in relation to drinks and snacks for young children e.g. through 'Design to smile'	Maria Morgan	Cardiff and Vale UHB	No. of campaigns supported
	Develop social media campaigns to promote businesses sourcing and serving healthy and sustainable food	Emma Crooks	Sustainable Food Cities	No. of businesses sourcing and serving healthy and sustainable food

**Outcome:** A thriving local food economy and sustainable Food Procurement

**Lead:** Steve Garret (Riverside Community Market Association)

**Principles:** The public should help boost jobs and the economy in Cardiff and Wales by buying more Welsh food and supporting local food enterprises.

Public and private sector bodies should procure and provide healthy and sustainable food in a way that keeps value in the local economy.

**Indicator:** To increase the % of local food (Welsh) procured by the Public sector in Cardiff

Priority Outcomes	Key actions	Lead	Resource	Performance Measures
A thriving local food economy	Increased demand for local sustainable food to support local food businesses and jobs			
	25% of all public sector catering achieve Food for Life Catering Mark standard	Hannah Caswell Food for Life Catering Mark Business Development	Public sector organisations	No and % of Public sector organisations achieving the Catering Mark standard.
	10 largest private sector employers achieve Food for Life Catering Mark standard	Hannah Caswell Food for Life Catering Mark Business Development	Private sector organisations	No of Private sector organisations achieving the Catering Mark standard.

	Explore the potential to develop and launch Cardiff 'Good Food' brand/badge for retailers and caterers linked to a food directory and introduction of Cardiff pound	Lead to be identified with support from Nerys Howell, Howell Food Consultancy.	To be identified	To be determined- year 3 action
	<b>Development of new, and existing, 'good food' businesses supported</b>			
	Review of existing activity at Bessemer Road Wholesale Fruit and Vegetable Market (including number of traders, produce distribution in the South East Wales locality, and an impact assessment of the proposed changes).	Venkata Pemmasani, Public Health Team student, working with the Economic Development Team, City of Cardiff Council Sustainable Food Cities Officer.	Cardiff and Vale Public Health Team	Report on review of existing activity and impact of proposed changes complete.
	Work with Cardiff Central Market to encourage the availability of more local and/or organic produce.  Establish a food distribution enterprise to enable producers of local and sustainable food to supply into scale retail and food service markets.  Work with multiple retailers to	Katie Palmer  Sustainable Food Cities Coordinator	Sustainable Food Cities	No/% of local and/or organic produce available at Cardiff Central Market  To be determined- year 2-3 action  To be determined- year 2-3 action

	increase sourcing of, shelf space for and promotion of local sustainable Welsh food.			
	Support existing (for example in finding suitable venues) and develop new Street Food Initiatives	Katie Palmer Sustainable Food Cities Coordinator	Sustainable Food Cities and City of Cardiff Council	No. of Food Businesses involved in Street Food

**Outcome:** Environmental Sustainability: reduced carbon footprint resulting from food and drink

**Lead:** Liz Lambert/Steve Knowles (City of Cardiff Council)

**Principles:** Food production should conserve and enhance terrestrial and marine ecosystems and natural resources including soil, water and air.  
Food should be processed, distributed and disposed of in ways that reduce food miles and energy use, packaging and waste and that increase composting and recycling.

**Indicator:** Reduce Cardiff's ecological footprint (measurement tbc)

Priority Outcomes	Key actions	Lead	Resource	Performance Measures
<b>Environmental Sustainability</b>	<b>Decreased use of 'fish to avoid' fish</b>			
	Plan, implement and evaluate a Sustainable Fish Cities campaign.	Sustainable Food Cities Officer working with Sustain	Sustainable Food Cities	Number of Sustainable Fish City Stars (3 stars by end yr1).
	<b>An increased number of people growing fruit and vegetables</b>			
	Map spaces suitable for community growing projects. Publish and disseminate information for the public, Neighbourhood Management/Communities First Teams.	City of Cardiff Council Allotments Officer	City of Cardiff Council	Spaces for community growing projects mapped, published and disseminated.
	Undertake a major review of the Council allotment strategy	City of Cardiff Council Allotments	City of Cardiff Council	Review undertaken and strategy updated if required

	<p>Support environmental actions on statutory allotment sites including preservation of existing habitat and enhancement of biodiversity on areas not allocated as cultivatable plots</p> <p>Work with local allotment associations to distribute surplus produce within their local communities</p> <p>Continue to provide information on composting and water harvesting on allotment sites</p>	Officer		<p>Number of allotment associations engaged, and Number of projects supported</p> <p>Number of allotment associations engaged</p> <p>Information published and disseminated</p>
	Increase the number of schools with growing projects, linked to the curriculum and cooking and promoting bio diversity as part of the Eco-Schools and Healthy Schools Programmes.	Eco-Schools Officer	Eco-Schools, Keep Wales Tidy	<p>No of schools with growing projects</p> <p>No of schools achieving the Bronze, Silver and Green Flag Eco-Schools awards.</p>
	<b>A decreased amount of edible surplus food waste</b>			
	Organise campaign to raise	City of Cardiff	City of Cardiff	No of schools participating in the food waste

	<p>awareness of food waste, including the Really Rubbish campaign and Love Food Hate Waste campaign.</p> <p>Raise awareness of the issue of food poverty/food waste.</p> <p>Organise compost bin and womery sales across the city</p>	<p>Council waste Management, WRAP Cymru</p>	<p>Council</p>	<p>campaign</p> <p>No of food waste campaign events held</p> <p>No of people purchasing compost bins/womeries</p>
	<p>Carry out a survey of surplus food generated from retail and hospitality and match with food requirement from charities</p>	<p>WRAP Cymru</p>	<p>WRAP Cymru</p>	<p>Survey results in Summer 2015</p>
	<p>Supermarkets, hospitality/ food service companies and City of Cardiff Council events committing to food waste reduction</p>	<p>WRAP</p>	<p>WRAP Cymru</p>	<p>To be determined- year 2- 3 action</p>
	<p>Increase the number of Welsh food donors to FareShare Cymru and increase the number of community food members accessing FareShare</p> <p>Increase the amount of fresh fruit and vegetables that FareShare supply</p>	<p>FareShare Cymru and WRAP Cymru</p> <p>Links with Farm Cardiff, allotments and growing projects</p>	<p>FareShare Cymru and donors</p>	<p>No of Welsh food donors to FareShare</p> <p>No of tonnes edible surplus food waste donated to FareShare</p> <p>No of tonnes of fresh fruit and vegetables supplied by FareShare</p>

	<b>Less food packaging used and an increased proportion of packaging recycled</b>			
	Work with Businesses to enable them to use more environmentally sustainable types of food packaging,	Sustainable Food Cities co-ordinator	To be determined	No of businesses using environmentally sustainable types of food packaging
	Adoption of tap water only polices by public sector bodies	Sustainable Food Cities Officer	Sustainable Food Cities	No of public sector bodies adopting tap water only policies.

**Outcome:** Resilient Close Knit Communities

**Lead:** Emma Williams/Sam Holt (Federation of City Farms and Gardens)

**Principles:** Food events and initiatives that celebrate the culinary traditions of Cardiff’s diverse population and that bring communities together should be promoted throughout the city.

All communities should have access to a wide range of growing and cooking activities and to land, buildings and other resources that enable them to take more control of their food.

**Indicator:** TBC

Priority Outcomes	Key actions	Lead	Resource	Performance Measures
<b>Resilient Close Knit Communities</b>	<b>An increased number of people volunteering on food projects</b>			
	Promote and increase volunteer engagement in existing growing and cooking projects.	Federation of City Farms and Gardens working with Communities First and Neighbourhood Management team partners	Community organisations	No of Level 2 trained in Agored Cymru Community Food and Nutrition Skills
	Delivery of community celebratory food events (the BIG LUNCH event, harvest events, good food awards, good food restaurant award including those that reflect the	Federation of City Farms and Gardens working with Communities First and Neighbourhood	Community organisations	No of celebratory food events held

	culinary traditions of Cardiff's diverse population) that include cooking demonstrations and hands on practical skills development opportunities.	Management team partners		
	<b>Communities skilled in developing community growing spaces and growing their own food</b>			
	Promote community awareness and involvement in growing and cooking projects through a variety of engagement methods including the Cardiff sustainable food city website's interactive community assets map.	Sustainable Food Cities Coordinator	Sustainable Food Cities	No/% increase of community members involved in growing and cooking projects
	Further develop the Cardiff Community Garden Network and the Federation of City Farms and Community Gardens 'Tyfu Pobl' projects to ensure that there are community growing schemes in every neighbourhood, including access to new brown and green space and to training and	Federation of City Farms and Community Gardens, Riverside Community Market Association, Growing the Future	Federation of City Farms and Community Gardens, Riverside Community Market Association	No/% of neighbourhoods in Cardiff with growing schemes

	equipment.			
	Promote and deliver horticultural training.	Federation of City Farms and Community Gardens, Riverside Community Market Association, Growing the Future	Federation of City Farms and Community Gardens, Riverside Community Market Association, Growing the Future	Number of horticultural training courses delivered  Number of participants completing horticultural training courses
	Explore opportunities and barriers to public and municipal planting of edibles within communities in Cardiff, including exploration of the use of 'meanwhile' leases to help communities make the most of temporarily available spaces.	Federation of City Farms and Community Gardens and Cynnal Cymru		Report on the opportunities and barriers to public and municipal planting of edibles within communities complete by November 2013

**Outcome:** Fairness in the Food Chain

**Lead:** Sustainable Food Cities Co-ordinator

**Principles:** Tackling food poverty – and the health inequalities that result from it – should be a priority for public, private and voluntary sector bodies.  
Workers throughout the food chain, both in Wales and abroad, should have good working conditions and fairly paid for their work and their produce.

**Indicator:** Currently there is no indicator for food poverty at a national or local level

Priority Outcomes	Key actions	Lead	Resource	Performance Measures
Prevention of Food Poverty and fairness in the food chain	Establish a multi-agency partnership to assess and tackle the full range of issues contributing to food poverty and health inequalities			
	Work with Welsh Government to develop a national food poverty indicator/or set of indicators that may be reported at local authority level  Work with Sustainable Food Cities to deliver the SFC Poverty Campaign	Sustainable Food Cities Officer  Sustainable Food Cities Officer	To be determined  Sustain	Agreed definition of food poverty  Agreed set of indicators and mechanism for data collection  Delivery of Food poverty Campaign
	Low-income families supported to			

	<b>ensure their children are healthy and ready to learn at school</b>			
	<p>Increase the uptake of free school meals (FSM) in Cardiff by implementing a FSM take up exercise and publicity campaign targeted at 900 children and families potentially eligible for FSM.</p> <p>Monitor and publish data on school meal and free school meal uptake so that progress can be monitored.</p> <p>Ensure that breakfast clubs are provided in schools where School Super survey evidence suggests that children are not eating breakfast. Monitor and publish data on school breakfast clubs so that progress can be measured.</p>	<p>Judith Gregory and Kate Hustler, City of Cardiff Council</p> <p>Judith Gregory</p>	<p>Local Authority</p> <p>Local Authority</p>	<p>No and % uptake of free school meals</p> <p>No and % of schools with breakfast provision.</p>
	<b>Food access improved for the most vulnerable groups in the community</b>			
	<p>Develop and pilot a food poverty prevention project so that those on a low income can eat well.</p>	<p>Sustainable Food Cities Coordinator</p>	<p>Sustainable Food Cities Programme</p>	<p>No and % reduction in people needing crisis food parcels.</p>

	Provide 'Get Cooking' training to practitioners and clients that work with support vulnerable people.	Helen Nicholls, Community Dietetics	Families First Healthy Lifestyles Programme	No of people undertaking Get Cooking training  No of people delivering Get Cooking training
	Establish a baseline of community cafes in Cardiff  Support the establishment and promotion of community cafes and luncheon clubs that enable people to access an affordable nutritious meal	Sustainable Food Cities Officer  Sustainable Food Cities Officer working with Communities First and Neighbourhood Management Teams	Sustainable Food Cities	Number of community cafes in Cardiff  Number of people accessing community cafes in Cardiff
	<b>Improved working conditions and pay for workers</b>			
	Maintain and promote Cardiff as a FairTrade City, including participation in FairTrade Fortnight.	Chair, Fair Trade Cardiff	Fair Trade Cardiff partnership	Maintain Fairtrade City status (biennial application process)
	Promote the Living Wage	Sustainable Food Cities Co-ordinator	Sustainable Food Cities Co-ordinator	No. of organisations in Cardiff paying the living wage
	<b>Low income groups have access to healthy and sustainable food and to information that helps people make</b>			

	<b>better food choices.</b>			
	Increase the number of people using Food Co-ops and the number of Food Co-ops accepting Healthy Start vouchers as payment, in areas of socio-economic deprivation.	Hannah James , Rural Regeneration Unit  Neighbourhood Management Teams  Communities First Teams	Welsh Government	No of people using Food Co-cops in Communities First areas  No of Food Co-ops in Communities First areas accepting Healthy Start vouchers as payment  No of Healthy Start vouchers spent at Food Co-ops in Communities First areas.
	Increase percentage of mothers in Flying Start areas breastfeeding through the Breastfeeding Welcome Scheme, Baby Friendly Initiative and breast feeding support groups	Cardiff Flying Start Team	Welsh Government	% increase of breastfeeding in Flying Start areas in Cardiff
	Implement the food element of the Cardiff Families First programme to ensure that low-income families have access to community food and nutrition training, Cooking skills courses and weight management programmes (e.g. MEND)	Helen Nicholls Cardiff and Vale UHB	Cardiff Families First funding	No/% of MEND/Food wise programmes delivered and No's participating  No's participating in community food and nutrition courses (levels 1 & 2)
	Deliver Making Every Contact Count (MECC) training to community practitioners, Communities First staff	Lauren Idowu Sioned Owen Jones	Public Health Team funding	No of MECC courses delivered  No of Community staff participating in MECC training

	and HUB staff			
	To provide Making Every contact count training for health and social care professionals	Lauren Idowu Sioned Owen Jones	Public Health Team funding	No of MECC courses delivered  No of health and social care professional participating in MECC training
	Deliver Agored Cymru 'Nutrition Skills for Life' training courses on nutrition and older people	Helen Nicholls		No of people participating in the training.  No of people training implementing nutrition skills as part of day to day work.

## **Appendix 2a: Strategies**

### **National Strategies/action plans**

- The Food Standards Agency for Wales/Welsh Assembly Government (2003) *Food and Wellbeing: Reducing inequalities through a nutrition strategy for Wales*
- Welsh Assembly Government (2001) *Investing in a Better Start: Promoting Breastfeeding in Wales*
- Welsh Assembly Government (2006) *Food and fitness - promoting healthy eating and physical activity for children and young people in Wales: 5 year implementation plan*
- Welsh Assembly Government (2007) The Appetite for Life Action Plan
- Welsh Assembly Government (2009) Local Sourcing Action Plan Food and Drink for Wales
- Welsh Assembly Government (2009) Healthy Eating in Schools (Wales) Measure
- Welsh Assembly Government (2010) Food for Wales Food from Wales: 2010-2020. A Food Strategy for Wales
- Welsh Assembly Government (2011) Fairer Health Outcomes for All Reducing Inequities in health strategic action plan
- Welsh Government (2014) Towards Sustainable Growth: An Action Plan for the Food and Drink Industry 2014-2020
- Welsh Government (2012-16) Tackling Poverty Action Plan

### **Local Strategies/action plans**

- City of Cardiff Council Commitment to Sustainable Food Procurement 2009
- Cardiff and Vale University Health Board Local Public Health Team Operational Plan 2013
- Cardiff: What Matters 2010-20 the 10 year strategy for Cardiff

### **Sustainable Food Cities Award Scheme**

- <http://sustainablefoodcities.org/Portals/4/Documents/SFC%20Award%20FINAL%20version%20.pdf>

## **Appendix 2b: Engagement Plan**

### **Promotion of the Cardiff Food Charter and organisations and individuals persuaded to make specific pledges to support it.**

The success of Cardiff as a Sustainable Food City will depend largely on the extent to which we successfully engage people in Cardiff and enable them to shape and drive the Sustainable Food City agenda.

We will establish as a Cardiff Sustainable Food City brand and a website (supported by Face Book and Twitter) and develop food charter materials (suggested actions leaflet, window stickers etc) that will encourage organisations and individuals to sign up to the Food Charter and make pledges against the Good Food principles. We will attend community and city events to promote the Good Food Cardiff approach.

Using the website, social media and public events we will publicise opportunities for people (members of the public and professionals) to get involved in local food projects. We will establish a Good Food training calendar outlining all training opportunities provided by Food Council partners.

## **Appendix 2c: Research, monitoring and public sector policies that support Cardiff as a sustainable food city**

The Cardiff Food Council will seek funding to undertake research that will enhance our understanding of sustainable food city issues.

We will map all existing public sector policies (procurement, food, planning, transport, economic development, land, waste, allotments) to assess the alignment to the Cardiff Food Charter principles.

We will monitor and publish data on key programmes that deliver against the good food agenda (school meals, breakfast clubs, free school milk, healthy start vouchers).

## Appendix 3: The Food Cardiff Charter

 <p><i>Working together for fair food</i></p> <p><a href="http://www.foodcardiff.com">www.foodcardiff.com</a> @fairfoodcardiff Email: <a href="mailto:katie@foodcardiff.com">katie@foodcardiff.com</a></p> 	  <h3>FOOD CHARTER</h3> <h2><i>Food Cardiff's 10 Principles of Fair Food</i></h2> <hr/> <p>The food we consume has a huge impact on life in Cardiff—not just on our health, but also on our communities, businesses and the environment.</p> <p>At Food Cardiff we believe that good food means fair food: it should be good for people, good for the place we live in, and good for our planet, as well as being affordable and nutritious. By promoting healthy, sustainable and ethical food, as part of a thriving local economy, we can improve health and wellbeing, and create a more vibrant, connected and prosperous city.</p> <p>Join a network of organisations committed to taking action to make Cardiff a sustainable food city by demonstrating your commitment to sustainable, ethical food. Sign up to Food Cardiff's Fair Food Principles.</p> 
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# The 10 Principles of Fair Food



## Health and wellbeing for all

1. **The right to choose:** Access to affordable healthy food and information that helps people make better food choices should be a fundamental right for everyone in Cardiff.
2. **Prioritising health and wellbeing:** Anyone selling food—manufacturers, retailers and caterers—should ensure it is safe and nutritious, and should prioritise the wellbeing of the people they serve.

## A thriving local economy and sustainable food procurement

3. **Local investment:** The public should help boost the Welsh economy and help create jobs in Cardiff, by buying more Welsh food and supporting local food enterprises.
4. **Ethical procurement:** Public and private sector organisations should procure and provide healthy and sustainable food that keeps value within the local economy.



## Environmental sustainability

5. **Respect for natural resources:** Food production should conserve and enhance land and marine ecosystems and natural resources, including soil, water and air.
6. **Environment-positive food:** Food should be produced, processed, distributed and disposed of in ways that reduce energy, packaging and waste, and increase composting and recycling.

## Resilient, close-knit communities

7. **Connected communities:** Food events and initiatives that celebrate the culinary traditions of Cardiff's diverse population, and bring communities together, should be promoted throughout the city.
8. **Resilient communities:** All communities should have access to a wide range of growing and cooking activities, land, buildings and resources that enable them to take more control of their food and be more self-sufficient.

## Fairness in the food chain

9. **Healthy food that's affordable for everyone:** Tackling food poverty—and the health inequalities that result from it—should be priority for public, private and voluntary sector bodies.
10. **Good working conditions and fair pay:** Workers throughout the food chain, both in Wales and abroad, should have good working conditions and be paid fairly for their work and produce.