Delivering a successful campaign - Veg Cities

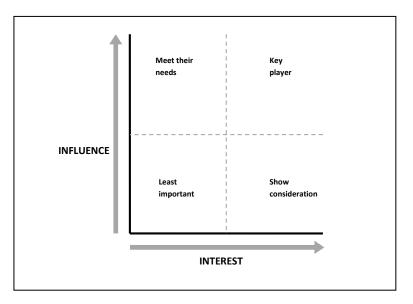
10h30 Introduction and house keeping

10h35 Peas Please and Veg Cities Cardiff – Katie Palmer

10h50 Veg Cities – Sofia Parente

11h00 Group work – Stakeholder mapping

5 groups facilitated by Vera Zakharov, Katie Palmer, Chloe Clarke, Amber Wheeler and Courtney Scott



Groups were asked to:

- Map stakeholders who have the biggest influence/interest locally in increasing veg availability and consumption those are your key players
- How would you go about engaging those key players? What are the opportunities for joining forces as a network to influence key players? E.g. Autumn push on Veg Power
- What do you need from the SFC network to help you influence your key players?
- What are the 5 top actions you are planning on your Veg City campaign?

These are the stakeholders identified by all 5 groups

Wholesalers School kids Sports figures Procurement Planning department Local media Schools Head teachers Governors Chefs and restaurants Local retailers GP practices Fast food outlets Corner shops Food businesses	Retailers Community Leaders Local authority Public Health HWB DPH + CCG + Primary Care Trust Network Agencies (Partnerships) Small nimble organisations Network or social enterprises Local media Plant –based foodies bloggers School meal providers (piggy back on SUGAR SMART) Local growers / community farms Strategic public sector organisations Public sector food procurement Farmers markets Children centres
Disadvantaged communities Single mid-aged men	NHS

These are the top actions identified by participants in the 5 groups

Include access to food in planning	9
Run cooking classes and training	8
Include 2 portions of veg in every meal	6
Good advertising	5
Support healthier food businesses	5
Veg challenges and competitions	4
Improve access to those in most need	4
More veg out of school hours	4
Educate about food waste	4
Promote veg	3
Increase veg offer	3
Set up network of growing spaces	3
Veg sessions	2
Set up a veg stand	2
Monitor and reduce food waste	2
Increase in veg grown for sale	1
Increase in land area used for growing	1

11h30 Report back to the plenary - key points identified by the 5 groups

- Use power of local knowledge and local networks
- Look for windows of opportunity
- Supply wholesalers + retailers
- Schools, headteachers, governors
- Advertising, crowdfunder JC Decaux
- How to move stakeholders with high influence but low interest
- Disadvantaged communities, how to influence them?
- Public procurement, Cardiff's champion is Kevin Morgan, who are your local champions?
- Infrastructure, planning, transport to influence the local economy and local businesses
- Cllrs, officers, they do not always have the same ideas but we need to influence them