SFP Bronze and Silver Awards Application Form 2025

This form is for completing an SFP Bronze or Silver Award application. **If you are considering applying for a Gold Award, please contact the SFP team at info@sustainablefoodplaces.org to discuss the process.**

Before starting your application, please fully read this form as well as the following documents:

- SFP Awards: Guidance for applicants
- SFP Awards: Activity and Impact: SFP Awards - Activity and Impact.docx

Please do not alter the formatting of this form or redesign it and only return as a Word document not a PDF. This is essential for you application to pass the initial eligibility check.

SECTION 1: Information about your partnership and your place
Please complete the following (*= mandatory):

Name of your partnership*:
Pembrokeshire Local Food Partnership (PLFP)
Name and contact details of person/people leading on this application*:
Sue Latham. PLFP Coordinator. Sue.latham@planed.org.uk 07586 133101
Geographic region which this award will represent*:
Pembrokeshire
Award you are applying for*: Bronze

List of Acronyms & Useful Information

PLFP Coordinator - Sue Latham
PLFP - Pembrokeshire Local Food Partnership
PCC – Pembrokeshire County Council
ATEB – Pembrokeshire Housing Association
PLANED – Pembrokeshire Local Action for Network Enterprise and Development
SFP – Sustainable Food Places
PAVS – Pembrokeshire Association of Voluntary Services
PSB – Public Services Board
NRW – Natural Resources Wales
PCNPA – Pembrokeshire Coast National Park Authority
WG – Welsh Government
UHB – Hywel Dda University Health Board
WIMD – Wales Index of Multiple Deprivation
SEA - Sustainable Enterprise Alliance
PCNPA - Pembrokeshire Coast National Park Authority
VP – Visit Pembrokeshire
SPF – Shared Prosperity Fund
PSAN – Pembrokeshire Sustainable Agriculture Network
SDF - PCNPA Sustainable Development Fund

Please provide us with background information about your place (not scored)*: Advisory word limit: 400 words

This is to help the panel understand the context in which you are working. *You may include (but not limited to): Population and demographic information, location/geography & economic and social challenges.*

ANSWER:

The Pembrokeshire Local Food Partnership is building a county wide network of local growers, producers, organisations, and communities, working towards a fairer, healthier, and more sustainable food system. Funded by the Welsh Government, the initiative is facilitated by PLANED and supported by PAVS and Pembrokeshire County Council.

Its steering group brings together partners representing all parts of Pembrokeshire, a largely rural county in west Wales that includes coastal and inland communities, much of it within the Pembrokeshire Coast National Park. Known for fertile farmland, productive seas, and a vibrant food culture, the area also faces pockets of significant poverty.

Pembrokeshire's food identity is deeply rooted in its seafood, dairy, and horticultural produce. With tourism contributing significantly to the local economy, the Partnership recognises the importance of creating a resilient food system that supports year-round opportunities for producers, consumers, and communities alike.

The Partnership promotes sustainable food systems by supporting local producers, community growing projects, and environmentally focused initiatives. While much of its work currently centres on small scale growers, it is actively seeking to engage larger producers and processors to extend its reach and impact.

Data from 2023 shows that Pembrokeshire's population is around 125,000, with one of the oldest age profiles in Wales, 26% aged 65 or over and a median age of 48. Socioeconomic challenges remain marked: in 2022/23, 23.7% of children lived in relative low-income households, the sixth highest rate in Wales.

Household deprivation is also significant: in 2021, 54% of households were deprived in at least one dimension (employment, education, health, or housing), above the England and Wales average of 51.7%. Economic inactivity affects 24.7% of working age residents, higher than the Wales average of 23.0%.

Despite modest population growth and some improvement since 2011, poverty, deprivation, and economic inactivity persist. As community engagers, we recognise both the opportunities and challenges of a tourism driven economy, with seasonal employment often resulting in winter business closures, while young people frequently leave for career prospects elsewhere. Future port developments may improve opportunities, but current realities reflect a mixed picture.

Recent food survey findings highlight the importance of strengthening local supply chains, improving access to healthy affordable food, and building resilience in the local food economy. The Partnership is committed to using this insight to inform action, foster collaboration, and create a more inclusive and sustainable food future for Pembrokeshire.

How have you considered equity, diversity and inclusion in the structure and work of your partnership (not scored)*: ? Advisory word limit: 300 words

ANSWER:

We have actively considered equity, diversity, and inclusion in our work, and have benefited from strong links and connections through a freelancer, Raccoon Consultancy, who previously delivered the Open to All project. In 2024, the Pembrokeshire Coast National Park Authority, in partnership with Visit Pembrokeshire, delivered the Open to All project that worked with local businesses and organisations to make Pembrokeshire a destination of choice for residents and visitors who faced barriers to travel and tourism. Businesses were supported to improve both physical and non-physical access, while resources were co-designed with people who had lived experience of disability, social exclusion, or other barriers. The project left a lasting legacy of businesses working in more inclusive ways, with many continuing to embed principles into their operations.

Our summer of engagement activities was facilitated by another freelancer, Lewis George, who also coordinates Pembrokeshire Pride events. Their expertise and connections helped us to engage more effectively with members of the LGBTQ+ community and ensure their voices were part of the project's development.

Alongside this, PLFP has delivered cookery sessions in partnership with the local Health Board for members of the Ukrainian and Afghan communities. These sessions have provided opportunities for cultural exchange, skills sharing, and building social connections. We also work with the Gypsy/Traveller community and, due to demand, will be offering the same cookery sessions to them in the near future. The image below is from one of the sessions. More info available @ Cooking Skills – Nutrition Skills for Life® .

Also, PLANED and our steering group members pride themselves on ensuring that all community events and opportunities are open to everyone, creating spaces where people from all backgrounds feel welcome and able to participate.

SECTION 2: Local food activity and impact

Please read SFP Awards: Guidance for applicants before completing this section.

Please describe the activity and impact of local food work delivered in your place within the last three years against the relevant key issues (1-6) and action areas (A and B) below.

We advise that you keep answers to within 600 words for each action area (i.e. for each A and B under the key issues). Whilst you won't be penalised for going over this limit, this will help the panel focus on your main achievements. For sections C, 250 words is the mandatory limit.

For Bronze and Silver awards, there are mandatory actions for some key issues. These are laid out in *SFP Awards - Activity and Impact:* SFP Awards - Activity and Impact.docx. This document also provides a broad benchmark for each award, rationale for SFP's inclusion of each key issue, and example actions for each action area.

Only submit additional documents for food action plans and strategies related to Key Issue 1 mandatory criteria. All other additional documents will not be assessed. You may add links to online documents but always check the links and permissions as we will not be requesting changes from you after submission.

Key Issue 1 Mandatory Criteria Checklist

NB failure to provide Key Issue 1, Action area B mandatory criteria will result in rejection at the eligibility stage.

- Bronze applications require a one-year action plan
- Silver applications require a three-year action plan

1. **Have you submitted a current food action plan or food strategy with an action plan?**
    - **Yes**
2. **How are you evidencing this action plan?**
    - Attachment as a Word, PFF, Excel document? **Yes**
    - Link to a document? No
    - If a link place here as well under Key Issue 1
    - Action Plan link: NA
3. **Has the action plan less than 6 months to run?**
    - **No**

- If less than 6 months to run what is happening after the action plan expires? (100 words)

Key Issue 1:

Taking a strategic and collaborative approach to good food governance and action

Action area A: Establish a broad, representative, and dynamic local food partnership

About Pembrokeshire Local Food Partnership

PLFP officially launched in 2023, having already established itself as a local cross-sector food partnership with a growing county-wide network of local growers, producers, organisations, and communities. Funded by the Welsh Government, the initiative is facilitated by PLANED, with the support of PAVS and Pembrokeshire County Council, and works towards creating a fairer, healthier, and more sustainable food system. See local news piece here. The continued guidance and encouragement from the Food Sense Wales team has been invaluable, providing us with both expertise and motivation. At the same time, the sense of pride we feel in becoming Sustainable Food Places members has been truly inspiring, strengthening our commitment, raising our profile, and giving us renewed energy to drive meaningful change in our community.

PLFP is a multi-stakeholder initiative that brings together representatives from the public sector, third sector, businesses, and community groups. The steering group includes Pembrokeshire County Council, GRWP Resilience, Narberth County Councillor, Farming Connect, Hywel Dda Health Board, Pembrokeshire College, Natural Resources Wales, Food and Drink Federation, PAVS, ATEB, community growers, Fishguard Bay Sustainable Food, local farmers, and PLANED.

Membership continues to expand, with targeted outreach to groups such as Visit Pembrokeshire, social prescribers, and additional third-sector organisations. The wider PLFP network now includes more than 100 members,

from grassroots growers to national organisations, ensuring a dynamic and inclusive partnership. The partnership was proud to become SFP members earlier this year. See news peice here:

PLFP's Work

The partnership's work to date includes installing fresh food vending machines, hosting community meals, supporting food festivals, and funding grassroots projects. It promotes food citizenship through events, newsletters, and school engagement, including surveys and eco-club outreach. Activities also include cooking workshops for vulnerable groups, collaboration with the Health Board on nutrition education, and engagement with local producers to strengthen supply chains. PLFP contributes to climate resilience through food waste reduction, biodiversity-focused growing, and partnerships with organisations such as WWF Cymru and Eco Dewi. Embedded within local governance structures, Steering Group members sit on the Public Service Board and contribute to poverty and inequality research. Through strategic collaboration, inclusive engagement, and evidence-based planning, PLFP is building a more resilient, equitable, and sustainable local food system in Pembrokeshire.

Key institutions, including the local authority and other strategic bodies, recognise and endorse the partnership and actively support its efforts. This support is demonstrated through alignment with local policy, strategy, and planning, as well as through direct contributions of funding, resources, and expertise. Such commitment strengthens the partnership's capacity to deliver on its shared vision of a fairer, healthier, and more sustainable food system for Pembrokeshire.

The steering group holds a clear terms of reference as outlined in our membership application and they meet regularly to strengthen collaboration and develop joint initiatives, and through this cross-sector collaboration, PLFP is building strong foundations for lasting change, tackling food-related challenges while maximising opportunities for health, sustainability, and community resilience. See social media post about the March meeting. The group also works hard to raise awareness of membership opportunities and aims to ensure the group is representational, therefore, in July 2025, Ffynnon announced its membership. See Ffynnon news piece here: In addition, we

also have strong links with local political representatives. *See post about Cardiff trip - Facebook post about Cardiff Senedd event*

PLFP Grants

In addition to the core steering group, working groups have been established to enable members with specific expertise and interests to lead on thematic areas of food and community priorities. Through its small-grants programme, PLFP has supported a range of grassroots initiatives that strengthen local food resilience and tackle food poverty. These projects showcase the value of community-led innovation in building a sustainable food system. Case studies include:

- Cilrath Acre: A community growing space focused on regenerative agriculture, education, and inclusive volunteering opportunities.Cilrath
- Cwm Arian CARE: A social enterprise promoting climate action and food sovereignty through community-supported agriculture and skills development.Cwm Arian
- Eastgate Creative Hwb CIC: A creative hub integrating food, arts, and wellbeing to foster social connection and local enterprise.East Gate CIC
- Tir Coed: Supporting land-based learning and skills development, connecting communities to food, nature, and sustainable livelihoods.Tir Coed

Each project reflects PLFP's mission to catalyse sustainable, place-based solutions that balance environmental stewardship, social equity, and economic vitality across Pembrokeshire. See local news piece about the grant launch here: https://www.welshfoodanddrink.wales/new-collaborative-local-food-funding-scheme-launched/

Growth for the Partnership

Feedback from our membership application highlighted the need to make better use of our steering group members. In response, we are working with them to identify relevant local and national activity and to secure their support for PLPF in this way. For example, our steering group has highlighted key strategic work, including the *Healthier Mid and West Wales* strategy (Healthier mid and west Wales - Hywel Dda University Health Board) developed by Hywel Dda University Health Board. This strategy sets out a vision for health services that prioritise prevention, early intervention, and community involvement. It emphasises a shift from simply treating illness to promoting overall health and well-being, aiming to create a wellness system that connects with wider factors such as education, housing, employment, the environment, and food. We also want to work more closely with PCC and their food officer. We were fortunate to work closely with their larger food team during the SPF funded period, but this ended earlier in the year. We are also presenting at PSB on 7th October at Pembrokeshire County Hall on the role and future of PLFP.

While we have made every effort to capture the full range of activities and key contributors in this application, the scale of work in Pembrokeshire is vast and still being mapped. Our ongoing strategy development reflects this, and we warmly encourage others to connect with us as we move into the next exciting stage of collaboration over the coming year.

Action area B: Develop, deliver, and monitor a food strategy/action plan

PLFP's Action Plan & Strategy

Alongside this application, we have included our action plan for the next year. This plan sets out the practical and strategic work of the partnership, including the launch of our new website, analysis of survey results, education engagement, the publication of a public food strategy, the delivery of regional projects, and other key priorities.

Over the next 12 months, we will develop and publish a county-wide food strategy that will be subject to regular review and open consultation. This strategy will cover all key food issues and build on the mapping and data-gathering exercises undertaken for this application, alongside the results of our summer survey. In line with the required standards, the action plan will be

a live document, guiding both activity and outcomes, and ensuring that progress is measured and reported on an ongoing basis.

PLFP has the support of relevant PCC teams and will actively co-create this strategy steering group members. The work includes structured stakeholder engagement, geographical mapping, and ongoing data collection to identify gaps and shape strategic priorities. The strategy will be published on the new PLFP website (currently under development - Holding Page | Pembrokeshire Local Food Partnership), and will be supported by a public facing umbrella campaign to encourage individuals and organisations to take and register action in support of healthy and sustainable food. The approach ensures transparency and accessibility and will be explicitly aligned with the Wellbeing of Future Generations Act. Alongside county-wide work, the partnership contributes to regional collaboration with Ceredigion and Carmarthenshire and plays an active role in shaping national food policy through engagement at the Senedd and with Food Sense Wales. Examples of recent regional projects include the Wales Community Food Distribution PLANED | Wales Community Food Distribution and public communications such as videos with key players such as Jane Powell & WCFD

Engagement Activities

Our summer survey and wider engagement activities formed a key part of the consultation process, designed to ensure broad community input into the strategy. A total of 247 people completed the full survey, with a further 28 completing the Easy Read version. The responses generated a wide range of practical suggestions, including expanding farmers' markets and veg box schemes, developing community cookery classes (particularly for families), improving food labelling and nutrition education, supporting communal allotments and school-based growing, creating local food hubs and cooperative models (e.g., Cegin y Bobl, Peninsula Food Market), and expanding access to community fridges and surplus food schemes. These findings are being embedded into our action plan, providing measurable priorities for delivery.

In addition to surveys, we piloted a conversation template, and hosted multiple engagement sessions across Pembrokeshire at markets, community centres, shows, and festivals. Older residents often preferred paper-based surveys, ensuring their voices were included.

At our July network event, we hosted an interactive workshop structured around the six key areas of sustainable food. Participants rotated between themed tables to share ideas and experiences, generating practical insights that are now helping to shape our strategic priorities and future action plan. The event also launched our new food survey and engagement programme, securing wider community involvement and strengthening our evidence base for county-wide planning. We combined the workshop with a celebratory lunch to mark our recent membership of the Sustainable Food Places network. This provided an opportunity for stakeholders to connect, build relationships, and hear how collective action in Pembrokeshire is already making food healthier, fairer, and more sustainable. Feedback from participants highlighted the value of the event in fostering collaboration, raising awareness of local initiatives, and inspiring further engagement with the partnership's work.

Discussions at the Governance and Strategy table reflected strong support for a Wales-wide Community Food Strategy, led by a diverse steering group to ensure collaborative leadership. Participants highlighted the need to adapt policy to embrace alternative food cultures, such as permaculture, and to look beyond purely localised models. They stressed the importance of embedding community food production within the core economy, while also strengthening the involvement of Public Services Boards in supporting local food businesses. Grassroots empowerment and self-reliance were seen as equally vital, with bottom-up initiatives recognised as central drivers of change. Finally, aligning food strategy with wider PSB priorities was identified as a key step in ensuring long-term impact. These insights will be incorporated into the PLFP's action plan and demonstrate our commitment to both coordinating and measuring delivery in line with our commitment to Pembrokeshire as a Sustainable Food Place.

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Networks & Connections

Our coordinator attends and represents the partnership at a range of key events, such as joining the Food Sense Wales team at The Royal Welsh this year, joining the Castle Howell presentation around the Welsh Veg in Schools, Conference – A Fairer Food Future - Abergavenny Food Festival, The Marches Real Food and Farming Convergence 2025 - Monmouthshire – 3rd October Programme (List) | MRFFC

Sue also attended the 'Enhancing Wellbeing in Place Innovation Lab – Workshop 3: Grow, Cook and Eat Together' (LPIP Rural Wales). LPIP Rural Wales is led by Aberystwyth University in partnership with Bangor and Cardiff universities, the Countryside and Community Research Institute at the University of Gloucestershire, and other community-focused organisations. Following this workshop, Sue now sits on the working group for a new project called 'Community Led Kitchen Network'.

Pembrokeshire Schools

There is a wide range of excellent food-related work taking place with school students across Pembrokeshire, including numerous Keep Wales Tidy Eco Schools https://keepwalestidy.cymru/eco-schools/how-it-works/our-schools/ and Pendegrast school, To build on this, we are launching a school survey to explore current activities and identify what additional resources schools need. Awel Aman Tawe have also run great sessions where students measured food waste. https://awelcoop.sharepoint.com/:b:/s/AwelAmanTawe/Ebhus_BKZl1JqYS37AhNREkBkImLPfvvJOavI7bmBly_Sg?e=aYhlWX Awel Amen Tawe have been asked to deliver PLFP's education outputs, including farm visits and promotion of Welsh Veg in Schools during 2026. We're also running more school sessions, like the Goodwick school sessions via Greener Growth Greener Growth - Schools in 2024. See image of social post below.

Key Issue 2:

Building public awareness, active food citizenship and a local good food movement

NB at Silver *we require evidence that your food partnership has catalysed, influenced or delivered activity. That the food partnership has created additionality. At Silver simply mapping activity is not sufficient. The 'value added' of the partnership must be demonstrated.*

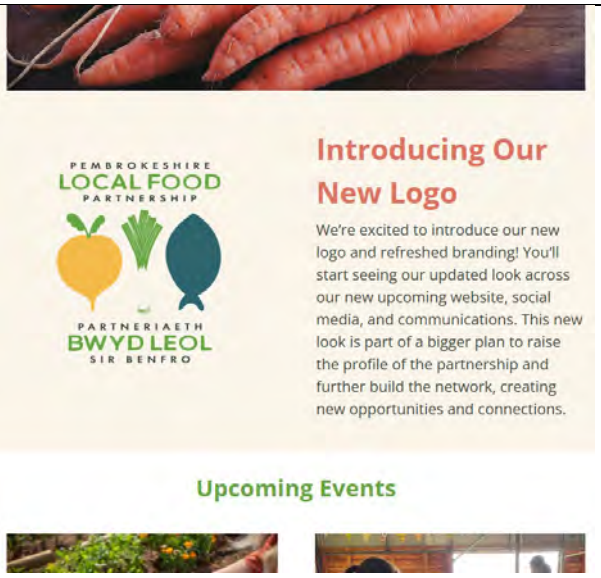
Action area A: Inspire and engage the public about good food

Our Publicity

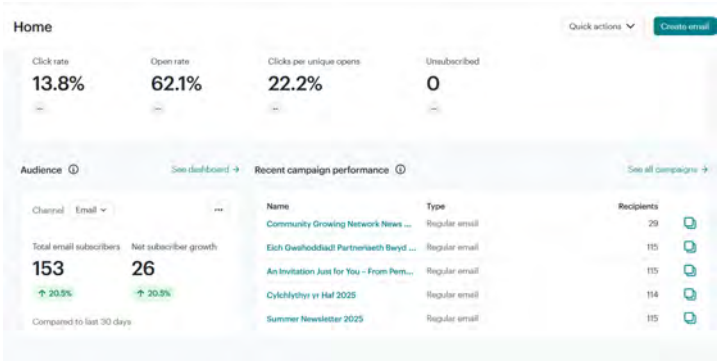
We already share a range of communications to connect with people, but we want to do more. Currently, we:

- Designed a new logo with new flyers

- Post regularly on Facebook and share a wide range of local content.[Facebook]

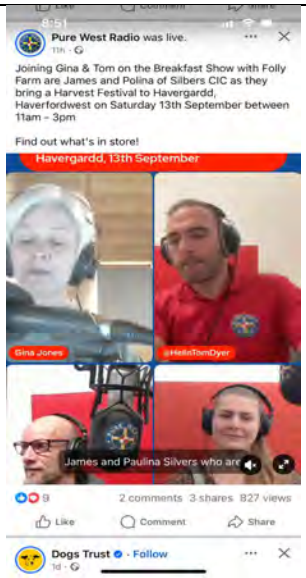


- Send a seasonal newsletter to our growing mailing list – snippet from last newsletter above and analytics below that show a high open rate and recent increase in readers.



- Have recently completed a photography shoot for our new website.
- Featured on Pure West Radio to spread our message more widely. Image shows Polina who runs the Growing Network on the radio.

We also ensure that our published items are bilingual and aim to include our Welsh speaking colleagues at engagement events as much as possible.



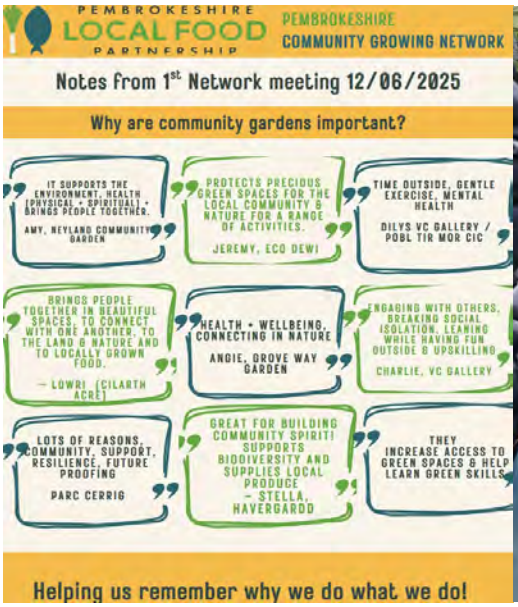
Events

As well as providing a reliable and resourceful presence in the county, PLFP hosts events that inform and engage the community. For example, Pembrokeshire's Social Enterprise Network launched the Green, Food and Environment Alliance at a free event that brought together community groups, social enterprises, organisations, and individuals to share ideas, build partnerships, and explore collaboration. Pembrokeshire's Social Enterprise Network Launches Green, Food and Environment Alliance The programme featured talks, workshops, networking, and stalls, celebrating sustainable food and environmental action across Pembrokeshire. We organise events like this to create free opportunities for people to learn about, share, and enjoy healthy and sustainable food from workshops and competitions to food festivals. We have also delivered activities at the Unearthed Festival, attended 4theregion related events, ateb housing association events, hosted stands at food festivals, and facilitated the first producers' market for the Fishguard Food Festival in 2023, where we remain actively connected to this growing event. PLFP actively engages the public through a variety of outreach and promotional activities. Network events at venues like Oriel Y Parc and Pembrokeshire College have featured local presenters such as The Really Wild Emporium and Eco Dewi, helping to showcase the diversity of Pembrokeshire's food landscape. Public engagement is further supported through visits to community gardens, cooking demonstrations, and volunteer days, all designed to raise awareness and celebrate local food culture.

Grower Support & Network

Through our Steering Group membership, PLFP has recently been able to provide updates on key policy developments, such as the impact of the new Sustainable Farming Scheme on small-scale growers. Our representative from Farming Connect shares these updates through events and newsletters, directly addressing questions raised by local horticulture producers. At the same time, the partnership raises wider public awareness of food, health, and sustainability issues through a range of communication channels, ensuring that both producers and the community are better informed and more engaged in shaping a resilient local food system.

PLFP's Pembrokeshire Community Growing Network held its first meeting in June 2025, bringing together local garden projects to share how community growing protects green spaces, supports biodiversity, improves wellbeing, and strengthens community bonds. Participants explored common challenges such as funding, volunteer engagement, and access, and discussed how collaboration, training, shared resources, and enterprise opportunities could boost impact.



Events like this spark public interest in good food by connecting people to nature, local produce, and each other. We have funded foraging sessions in Neyland, supported grant participants to take part in training, and plan to expand opportunities for people to learn and volunteer in food growing,

cooking, processing, and enterprise skills. The network proudly entered the wheelbarrow competition at the Pembrokeshire County Show, raising its profile alongside local farming charities and suppliers. As a new project, the network aims to unite community gardens so they can work together, tackle shared challenges, and thrive. Community growing offers much to local people: access to fresh food, opportunities to build skills, and stronger social and nature connections. It also supports food resilience by giving communities both the skills and space to grow their own produce. Through the network, our goal is to help gardens secure funding, offer capital grants, engage more people, and grow more food. We are also exploring how community growing sites can work with community kitchens to provide healthy, affordable, local food for all.

Members of the network and medium scale growers we speak to, tell us they are mostly part of Land Workers Alliance and get a lot of support and peer connections from this.

Further Education Connections

Pembrokeshire boasts the successful and growing Food Story [Food Story | Pembrokeshire County Show | Pembs Agricultural Society] Through its Food Story events; the Pembrokeshire Agricultural Society brings the journey of food from farm to table vividly to life. By inviting over 1,200 local children aged 5 to 16 to explore how everyday ingredients like eggs, potatoes, and pancake staples are produced on Pembrokeshire farms, the initiative fosters a deep connection between young people and the rural landscape. With delicious, hands-on experiences such as tastings of locally grown potatoes and interactive demonstrations on chicken life cycles, children learn not only what they eat but how it comes to be and why it matters. By combining fun and education, Food Story inspires curiosity, champions local produce, and cultivates a lifelong appreciation for sustainable, nutritious food right here in our county.

Land Use & Farming

We have ensured we have a farmers and growers on the steering group, and the below image shows Sue in conversation with Councillor Mike James (former leader of Pembrokeshire County Council) about his role on the County Farms board. They discussed the success of Carmarthenshire's Bremenda Isaf

farm and planned a visit to explore how similar models could work in Pembrokeshire. We're also aware of CIC's that provide essential planning support such as Home | Patch of the Planet | Low impact project | Pembrokeshire

We are committed to helping communities access and take control of land, infrastructure, and other assets for food social enterprises and community food projects. This could include mapping available assets or offering special lease options. We are also exploring ways to support smaller scale growers while building connections with larger producers such as Puffin Producers.

A horticulture business in Pembrokeshire is among several participants in the 'Our Farms' pioneers share new techniques at autumn visits | Tivyside Advertiser

Many young people leave the county in search of better opportunities, as Pembrokeshire can sometimes feel limited in what it offers them. Network members have suggested promoting schemes such as Business Wales's Big Ideas and Jobs Growth Wales, helping young people connect with emerging

roles and opportunities in the area's growing sectors, including the food industry.

Wider Pembrokeshire Projects

Seeds of Hope is a collaborative, socially engaged arts project led by The VC Gallery, in partnership with Pobl Tir Môr. Rooted in both creativity and connection to nature, the project combines artist-led workshops with seasonal nature walks, seed gathering, and community participation. Using art as a catalyst for reflection and dialogue, participants will explore climate awareness, cultural heritage, and resilience through hands-on making, photography, and storytelling. Welsh plant and seed names will be woven throughout, celebrating linguistic and cultural identity alongside ecological learning. A final exhibition will showcase artworks, photography, and creative responses, highlighting the power of art and nature to foster wellbeing, reduce isolation, and inspire sustainable practices. With the future ambition of developing a Pembrokeshire Seed Bank, Seeds of Hope sows creativity, culture, and community into a shared vision of resilience and renewal.

Action Area B: Foster food citizenship and a local good food movement

PLFP Network

PLFP fosters food citizenship by encouraging active participation in food-related initiatives. The partnership supports community growing projects, cooking workshops, and school-based activities that promote understanding of food origins and sustainability. Events like the Growers Gathering at Cilrath Acre and the Local Food Ecosystem Tour with Milford Haven Town Councillors exemplify efforts to connect citizens with food systems. The partnership also promotes inclusive engagement through Welcome Rooms, community meals, and collaborations with organisations serving protected characteristic groups, helping to ensure everyone has a voice in shaping the local food movement.

The network provides both online and face-to-face opportunities to share inspiration, ideas, and resources, and to collaborate on a range of food initiative, and existing network meetings will expand to incorporate this work. Sue is finding creative ways to expand the network and spread PLFP's reach, such as attending a meeting on Community Kitchens, where plans are

underway for a Community Halls event. Using the Pembrokeshire Food Partnership budget alongside produce from community gardens, an event in October will fund a shared meal bringing together community venues and local growers. A hall already running community meals will provide the food. This is seen as a first step toward a possible Pembrokeshire Community Eat Week, where multiple venues could host community meals. The initiative aims to generate revenue for venues and growing projects, give growers a clear purpose, explore meals-on-wheels opportunities, and highlight the social benefits of shared meals. Next steps include mapping participating halls, securing a venue, confirming funding, and recruiting a chef and local growers. This will be supported through increased allotment provision, incorporating growing sites into new and existing developments, creating edible landscapes, and initiatives such as Incredible Edible, all of which are already taking place in Pembrokeshire.

More School Links

Working with schools is essential for PLFP's work and to link to our future generations. From the autumn we're exploring running a school survey to capture what is already happening or what resources schools may need. Our recent wider survey asked about school meals, and feedback was mixed with some respondents raising concerns about portion sizes, lack of variety, and limited appeal for neurodiverse children. Others praised schools that offered gardening and cooking initiatives, which were seen as positive steps toward food education and engagement.

Examples of positive work in schools includes Pennar Community School who ran a lovely project this last year for which they received an award with Keep Wales Tidy Climate Challenge Cymru Award https://newsroom.pembrokeshire.gov.uk/news/pennar-community-school-scoop-national-environmental-prize

Community Engagement



PLFP's community engagement activities are significant and have led to a wide range of evidence gathered directly from local people. In the picture you can see Lewis and Rhian, who proactively engaged with people across Pembrokeshire. Through this summer, and with plans ongoing, they attended markets, local shows, and community halls, resulting in an impressive 202 survey completions during July and August alone. To ensure accessibility, the survey was produced in easy read format, with contact made with Pembrokeshire People First, who support people with additional needs. A shorter, conversation-style version was also developed for times when groups preferred to talk through the questions together.

PLFP Communications

PLFP's communications strategy is central to building a vibrant food movement. Through regular newsletters, social media posts, and a growing mailing list, the partnership keeps members and the public informed and involved. Engagement spans all ages and sectors, from school eco clubs and student surveys to collaborations with local businesses and tourism initiatives. PLFP promotes food-related campaigns such as Stop Food Waste and supports events that highlight the environmental and health benefits of good food. The partnership's inclusive approach ensures that food citizenship is accessible to all, with targeted outreach to vulnerable groups, refugees, and young people. By celebrating local food, amplifying community voices, and creating opportunities for hands-on involvement, PLFP is cultivating a strong, resilient, and participatory food culture across Pembrokeshire.

Impact

PLFP's work with schools is helping to connect future generations with healthy, sustainable food. Surveys and engagement have highlighted both challenges and successes in school meals, guiding where support is most needed. Positive initiatives, such as Pennar Community School's award-winning gardening and cooking project, demonstrate how hands-on learning can inspire children and build lasting food skills. By gathering feedback and fostering practical projects, PLFP is shaping food education, promoting healthy habits, and strengthening links between schools, students, and the wider community.

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Those from the Good Food Movement table at the recent workshop focused on building public awareness and encouraging active food citizenship, expanding network membership and improving communication, and promoting initiatives to reduce or eliminate food waste. It highlighted the role of schools in growing, cooking, and sharing food to support food education, encouraged the sharing of successful practices within the movement, and emphasized developing partnerships with local businesses to sustain and strengthen the good food movement.

Key Issue 3:

Tackling food poverty and diet related ill-health and increasing access to affordable healthy food

NB at Silver *we require evidence that your food partnership has catalysed, influenced or delivered activity. That the food partnership has created additionality. At Silver simply mapping activity is not sufficient. The 'value added' of the partnership must be demonstrated.*

Action area A: Tackle food poverty

Pembrokeshire Health & Well-being Initiatives

In Pembrokeshire, Hywel Dda Health Board has introduced several initiatives supporting food and health. The Gluten-Free Food Subsidy Card Scheme gives patients with coeliac disease and dermatitis herpetiformis greater choice and dignity while reducing administrative burdens, with strong uptake across the county. Diabetes education resources help improve self-management and dietary awareness through tools such as food models and carbohydrate counters. Community nutrition and dietetic services have been expanded to include virtual consultations, group education sessions, and support for weight management and malnutrition, working alongside local food initiatives to promote healthy eating.

Pembrokeshire also provides high-quality social food provision for those at risk of hunger or malnutrition, through schemes such as Healthy Start vouchers, free school meals, breakfast, after-school and holiday meal provision, lunch clubs, and meals on wheels. The county is supported by Trussell Trust food banks as well as PATCH, a locally based food bank. Pembrokeshire is exploring ways to expand community meal options, including new venues and home-delivered services, and maintains contact with organisations such as Share the Care - 1-2-1 care within Pembrokeshire

PLFP has worked closely with the Nutrition Skills for Life team Hywel Dda University Health Board – Nutrition Skills for Life® Members of the staff team became accredited to level 1 in relevant courses and ran them at FRAME Home - Pembrokeshire Frame with great results. As stated in the EDI question we have also recently run basic cookery sessions. The partnership with the team will continue to build on work in the community. It will be supported Health Authority programmes and additional projects with schools and third

sector organisations to run cooking workshops for local residents, refugees and children. We're also linked to and support the Food and Fun sessions. https://nutritionskillsforlife.com/hywel-dda-university-health-board/community-food-projects/

Since the Covid-19 period, Pembrokeshire boasts a successful community hub linked to PCC. The Pembrokeshire Community Hub is a free, one-stop online platform designed to connect people across the county with local services, activities, and support networks. It's a collaborative initiative led by Pembrokeshire County Council, PAVS, Hywel Dda University Health Board, and other partners. https://pembrokeshirecommunityhub.org.uk/profile/PLFP

Also, Citizens Advice have delivered the Words to Action project to take forward this research. https://www.pembscab.org/ People were interviewed about their lived experience of poverty and a high amount of stories noted access and cost of food.

PLFP works collaboratively with local organisations to address food poverty through both emergency provision and long-term solutions. The partnership supports initiatives such as community fridges, food banks, and surplus food redistribution schemes, including those run by PATCH and Pembrokeshire Foodbank. It also promotes dignified access to food through Welcome Rooms, community cafés, and shared meals that reduce stigma and foster social connection. PLFP has facilitated training and networking for frontline workers and volunteers, helping to strengthen referral pathways and ensure people in crisis can access support. The partnership also advocates for systemic change by engaging with local authorities and contributing to policy discussions on food insecurity.

Finally, it is important to highlight that Pembrokeshire is a string part of the social prescribing network with our PAVS Community Connectors [Empowered by Social Prescribing | Pembrokeshire Association of Voluntary Services]

Survey Results

The survey on food access and purchasing habits found that supermarkets (Lidl, Aldi, ASDA, Tesco) remain the dominant source of food, primarily due to cost considerations, though there is growing interest in alternatives such as local market stalls, veg box schemes, honesty boxes, and direct-from-farm purchases. A few respondents also grow their own produce. While most had not personally used food banks, many had donated to them, and community fridges were known to some but generally underutilized. Regarding affordability, most respondents reported managing well or budgeting carefully, though a small number experienced financial strain, borrowing money, or relying on community food resources.

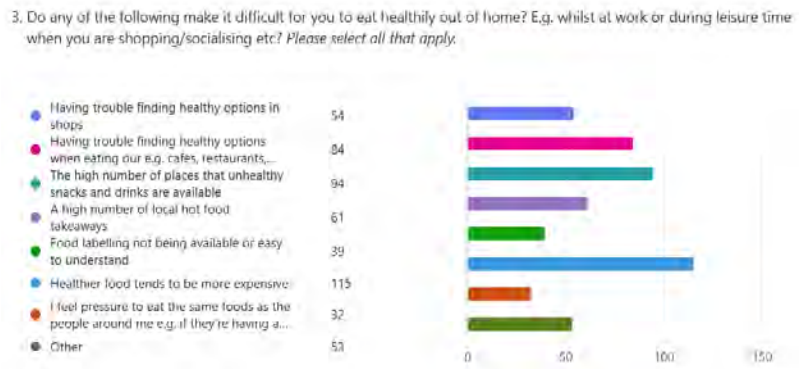
Action Area B: Promote healthy eating

Local Networks

Pembrokeshire via PAVS and the health board run Keep Well Roadshow events. The Keep Well Roadshow is an annual initiative in Pembrokeshire aimed at promoting health, well-being, and community support. Organised by Hywel Dda University Health Board, Pembrokeshire County Council, PAVS, and other local partners, the roadshow visits various venues across the county to

offer information and services that help residents stay independent, healthy, and connected.

Survey Results



Participants highlighted several challenges to eating well at home, including the high cost of healthy food and energy, limited time and motivation, and a lack of cooking skills or confidence. Confusing or inaccessible food labelling also made it harder to make informed choices. Outside the home, the abundance of unhealthy options, such as takeaways and snacks combined with limited healthier choices in cafes, restaurants, and shops, created further obstacles. Social pressure to eat unhealthily was also noted as a barrier. Easy read respondents reported barriers being cost and motivation, some found it easy to eat healthily, especially at home; others struggled due to affordability or convenience.

Higher Education

At the last steering group meeting, Pembrokeshire College presented an overview of its courses, telling us that agriculture courses have expanded in response to local demand, with a new Level 3 Agriculture course launching in September. The Countryside & Environment course was replaced, with some units incorporated into Agriculture, while Level 1 Animal Care provides a progression route into land-based studies. Farming courses cover crop-based content, animal biology, land-based business, and sustainability, giving students an understanding of where food comes from and how it can be grown and managed sustainably. Placements rely on local partnerships,

including potential links with larger producers like First Milk and Puffin Produce.

The college also offers Food Science and hospitality courses, many of which incorporate practical cooking, nutrition, and healthy eating skills, with many students progressing to university. Details of all courses, units, and accreditations are available via the college website and awarding bodies such as City & Guilds. Sustainability is currently included in Engineering and Construction courses, but not yet in food-related courses, with the college open to future collaboration and ideas from local partners.

PLFP Promotion of Healthy Eating

PLFP promotes healthy eating through education, skills-building, and access to nutritious food. This includes cooking workshops, school-based food education, and community growing projects that empower individuals to make healthier choices. Collaborations with organisations such as Hywel Dda Health Board and Public Health Wales help integrate nutrition messaging into local campaigns. Events like the Grow Your Own Festival and cooking demonstrations at community hubs encourage practical engagement with healthy food. PLFP also supports national initiatives like Veg Power and Healthy Start, ensuring local families are aware of and can benefit from available resources.

Accessible Local Veg Box Project

In partnership with Underwood Farm in Lamphey, PLFP is making their veg box scheme more accessible by subsidising boxes, providing videos and information cards, developing recipe ideas, and promoting organic, sustainable food and veg growing. The project began in 2023 with funding from PLFP and received further support from the UK Government's *Doing the Small Things Fund* administered by PAVS in 2024. PLFP continues to fund a small number of subsidised veg boxes and aims to secure further funding to expand the project. Interested participants are encouraged to get in touch. Here's a lovely video explaining the project https://youtu.be/BnE4h6t4eZ

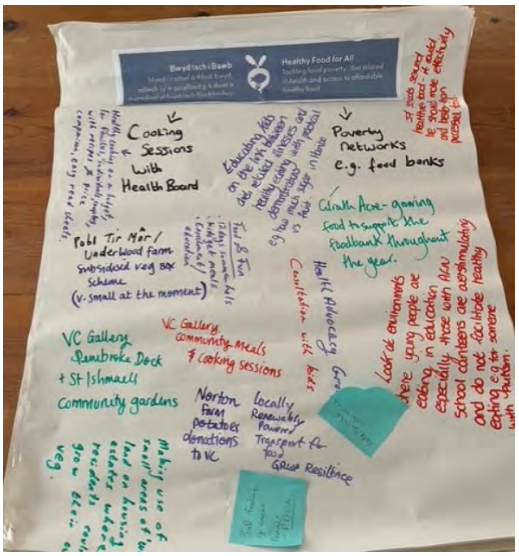
Community Cookery in Action

Over the past year, PAVS and partners have run community cookery sessions led by Ellen Picton and Corinne Cariad to promote healthier, more sustainable eating across Pembrokeshire. Ellen Picton, a registered nutritionist and founder of Healthaspire, delivered practical demonstrations focusing on nutritional wellbeing and budget-friendly cooking, including live demos, tasters, recipe cards, and take-home hampers. Corinne Cariad of My Epicurious Life led low-energy cooking workshops as part of the Wales Community Food Distribution project, showcasing tools like the Wonderbag and emphasising seasonal, affordable ingredients, food sustainability, and inclusive education for neurodivergent participants.

Together, these sessions strengthen Pembrokeshire's food resilience by equipping residents with the knowledge, skills, and confidence to cook well, eat well, and support local food initiatives.

My Epicurious Life
Healthaspire

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).



This was one of the busiest tables at the recent workshops, with participants highlighting a wide range of activities and initiatives. These included cooking sessions run with the Health Board and VC Gallery, community gardens and meals, locally sourced food and farm donations such as Northern Farm potatoes and subsidised veg box schemes like Bwlch Tir Mawr and Underwood Farm. Networks supporting people in poverty and food banks, ongoing funding through schemes such as Claim Arc, and involvement from the Health and Resource Centre were also discussed as keyways to sustain food support. Participants emphasised group resilience building and collaboration, including partnerships with local businesses and other organisations, exploring community transport options to improve access, investigating community fridges, cooking and growing projects, and learning from food initiatives in schools, other areas, countries, services, and organisations.

The workshop created a valuable space for sharing knowledge, experiences, and practical ideas, helping to strengthen relationships across the community and food support networks. It allowed participants to identify gaps, explore solutions collaboratively, and build momentum for future projects. By bringing together diverse perspectives from local growers to schools, health services, and charities, the event fostered a sense of shared purpose and collective action. The insights and connections generated are already contributing to more coordinated, resilient, and inclusive approaches to food provision and community engagement across the region.

Key Issue 4:

Creating a vibrant, prosperous, and diverse sustainable food economy

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Action area A: Put good food enterprise at the heart of local economic development

Supply Chains

It's important to note that Pembrokeshire offers many examples of short supply models. For instance, Norton Farm potatoes are harvested and travel just one mile to restaurants in Pembroke, while Hazelwell Farm supplies meat to Llanteg directly from a field across the road. Meat production there has doubled over the past year, supported by the expansion of a 24-hour vending machine that makes local produce easily accessible. We want to highlight these successes and encourage more food to stay within Pembrokeshire. Pembrokeshire Vending

PCC and PCNPA recognise the importance of sustainable food enterprises and actively support their development. Examples include backing regenerative tourism organisations like Visit Pembrokeshire, which features a dedicated Food & Drink section. Food & Drink

Retail, tourism, planning, and economic development strategies actively support healthy and sustainable food businesses and a circular food economy. Efforts include protecting or re-establishing vital food infrastructure such as local processing and wholesale businesses, food markets, livestock markets, food hubs, and distribution networks. County and council farms are safeguarded to support sustainable production and enterprise development.

Support for Farmers and Entrepreneurs

Sustainable farmers, retailers, and entrepreneurs receive support through vocational training, business planning advice, grants, financial guidance, and access to land and premises via special loan or lease options and business rate incentives. Initiatives include Ffermio Bro and SDF – Ffynnon and Awel Aman Tawe. Networks such as the Pembrokeshire Sustainable Agricultural Network provide further opportunities for collaboration.

A local producers directory supports growth and visibility for food businesses and will be available on the PLFP website, with over 100 entries already underway. Current version is available @ https://www.dropbox.com/scl/fi/wvl38xp3li1zbfxrtfncb/Pembrokeshire-Producers-Directory.pdf?rlkey=i1me1t6ts7z4rgvscoz1cfpn8&e=1&dl=0

We're connecting to borderline producers to include them e.g. our local flour mill Products | YFelin - The Mill and Spiritwood Honey. We have also recently mapped out all farmers and food markets and will be publishing this on the new website.

Civil Food Resilience Project

The Civil Food Resilience project is a collaboration between Bwyd Powys Food, Bwyd Sir Gâr Food, Partneriaeth Bwyd Ceredigion Food, and PLFP, delivering the UK's first comprehensive civil food resilience strategy for the Dyfed Powys region. The project combines research, infrastructure investment, and community-based action to prepare for food supply disruptions. Key activities include critical infrastructure asset mapping, scoping studies, and developing machinery rings, storage, and processing facilities. A Food Security Summit will share findings and build momentum. The project strengthens local supply chains, supports farm diversification, and aligns with goals for stronger and more diverse local food systems.

Action Area B: Promote healthy, sustainable, and independent food businesses to consumers

PLFP aims to connect consumers with local producers, shops, markets, cafés, and restaurants offering healthy and sustainable food through an accessible online directory. Local good food businesses are promoted via media features, marketing campaigns, restaurant weeks, food awards, and other branding and recognition schemes. Initiatives also encourage greater consumer spending in independent sustainable food businesses through loyalty schemes and promotional campaigns.

Producers are supported to sell directly to consumers through online platforms, regular or permanent markets, box schemes, meet-the-producer events, and other initiatives. PLFP has helped coordinate events such as the 2023 Fishguard Bay Producers Market and works alongside networks including the Open Food Network for Peninsular Food Producers.Home - Fishguard Bay Sustainable Food Initiative

Many towns also have a 'shop local' scheme. e.g. How it Works | Shop Pembroke Rewards Scheme

Local Good Food Businesses

A wide range of local enterprises are supported, including:

- Makepeace Studios, Caeriad, Rhythm of Life Therapies, VC Gallery CIO, Pobl Tir Mor, The Really Wild Emporium, Stackpole Walled Garden, Redberth Croft CIC, Be Life Community, Just As You Are, Fishguard Bay Sustainable Food Initiative CIC, Silbers CIC, Eco Dewi CIC/St Davids Peninsula Food Market, Clynfyw Care Farm CIC, Cwm Arian CIC, ACTS Cilrath Acre, PATCH of the Planet, Cynefin Farm CIC, Grwp Resilience, Malwen Queer Growing Community, Frame, Graduate Planet
- Local venues and attractions: Bluestone and Blackpool Mill who take sustainability that extra step Bluestone

Promoting Healthy Eating

PLFP promotes healthy eating through education, skills-building, and access to nutritious food. This includes cooking workshops, school-based food education, and community growing projects that empower healthier choices. Partnerships with Hywel Dda Health Board and Public Health Wales integrate nutrition messaging into local campaigns. Events like the Grow Your Own Festival and cooking demonstrations at community hubs encourage practical engagement, while national initiatives such as Veg Power and Healthy Start are amplified to ensure families can access support.

VC Gallery also now have a food coordinator to bring food projects together, such as their weekly community meals and cookery sessions. https://thevcgallery.com/news-new/

Food Festivals and Events

Pembrokeshire hosts a rich variety of food festivals that celebrate culinary heritage and champion sustainable practices. These events, such as Fish Week in Milford Haven and the Narberth Food Festival, bring together producers, chefs, growers, and residents while promoting low-impact sourcing, regenerative agriculture, and circular economy principles. Festivals showcase zero-waste cooking, small-scale producers, and plant-based menus, reflecting a movement toward food systems that nourish people and the planet.

Narberth Food Festival: Scheduled for September 28–29, 2025, at Town Moor, Narberth (narberthfoodfestival.com), featuring food stalls, guest chefs, live music, and more.

PLFP also maintains ongoing stakeholder engagement, food conversations, and event promotion, collaborating with organisations such as Cymbrogi and Little Retreats Wales (Facebook post).

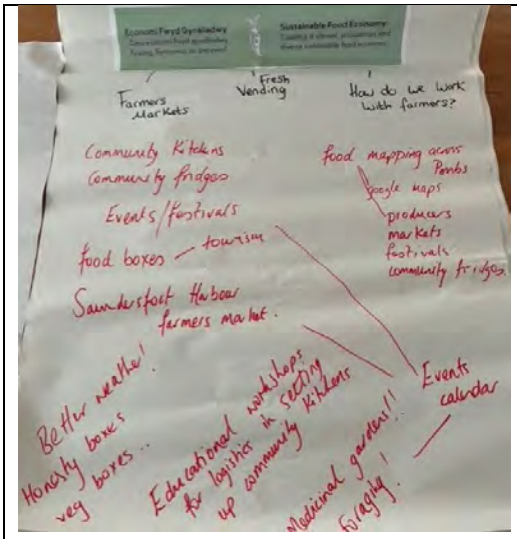
Engagement with Sustainability and the Local Food Economy

We spoke with Dan West, Pembrokeshire County Council's Energy and Sustainability Manager, about PCC's purchasing practices and will continue to stay in touch on opportunities to support sustainable food initiatives. On 30th May, we attended the inaugural Sustainability Exchange hosted by the Pembrokeshire SEA at the Bridge Innovation Centre. The drop-in event brought together local businesses, strategic partners, and sustainability advocates to showcase progressive work across the region, including decarbonising supply chains and embedding sustainable practices into business operations.

SEA, comprising representatives from the Port of Milford Haven, Bluestone National Park Resort, and Pembrokeshire County Council, provided a platform for attendees to connect with support organisations such as Business Wales, the Federation of Small Businesses, Visit Pembrokeshire, and PCC. This created opportunities to share insights from community food partnership work and explore synergies for a sustainable food economy, including local sourcing, circular supply chains, and place-based initiatives.

The event allowed discussion of challenges and collaborative opportunities, reinforcing the shared commitment to balancing the needs of people, planet, and prosperity. As part of ongoing engagement, we remain connected to SEA and its network, contributing to sustainable development conversations in Pembrokeshire and supporting the growth of resilient, localised food systems.

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).



Participants at the workshop for this themed table reported that Pembrokeshire's sustainable food economy strategy focuses on strengthening local food systems by promoting farmers' markets, community kitchens, and community fridges, as well as organising events and festivals to showcase local produce. Key initiatives include developing food boxes for tourism, providing sandwiches for harbour visitors, supporting and expanding local markets, and encouraging fresh vending, honesty boxes, and veg box schemes. Educational workshops cover topics such as logistics, community kitchens, and innovative approaches like mechanical gardens, while an events calendar helps coordinate activities, with recognition of the impact of weather on vending. Work with farmers includes comprehensive food mapping across Pembrokeshire, using tools like Google Maps to connect producers, markets, and festivals, and strengthening links between farmers and community fridges.

Key Issue 5:

Transforming catering and procurement and revitalising local and sustainable food supply chains

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Action area A: Change policy and practice to put good food on people's plates

PCC develops and formally adopts sustainable food procurement policies and strategies that promote healthy, planet-friendly diets. These policies incorporate commitments to source sustainable, local, and ethical products, including nutrition standards, healthy catering and vending, local and organic produce, responsibly caught or farmed fish, and ethical standards such as Fairtrade.

PCC's Procurement Strategy 2023–2027 Procurement Strategy 2023-27 - Pembrokeshire County Council focuses on responsible and sustainable purchasing, supporting the local economy, reducing carbon emissions, maximising social value, reducing single-use plastics, and promoting reusable materials. All procurement adheres to the Procurement Act 2023, ensuring transparency and legal compliance. Local food initiatives, such as the Pembrokeshire Produce Mark, encourage institutions and caterers to source from local producers, strengthening the regional food economy.

PLFP's Catalytic Role

PLFP has played a key role in influencing local procurement and practice. The partnership has advocated for ethical sourcing, sustainable materials, and local supply chains, working closely with council officers to align procurement with statutory requirements. PLFP supports early-stage discussions with schools and caterers around food education, sourcing, and menu development, and promotes sustainable food policies through templates and shared learning.

Community vending initiatives indirectly support local procurement and distribution. Future plans include mapping and strategy development to strengthen procurement links further, alongside initiatives such as the "Local Food on the Public Plate" learning journey, which brings together procurement and catering teams across PCC, schools, the Health Board, and colleges. Local Food Procurement Learning Journey - 4theRegion

Welsh Veg in Schools

Pembrokeshire is proud to now be part of this scheme Welsh Veg in Schools - foodsensewales.org.uk We actively reached out to our 2 local growers who are part of the scheme and look forward to the next steps. The Welsh Veg in Schools pilot project, coordinated by Food Sense Wales, aims to increase the inclusion of locally produced organic vegetables in primary school meals across Wales. Underwood Farm who are one of the suppliers have shown great pride in this scheme and are enjoying making new connections to Castell Howell and local schools. Underwood Farm – Pembrokeshire Organic

Pembrokeshire Produce Mark

Pembrokeshire remains unique in having its own food mark for producers, and PLFP continues to monitor and support updates and future developments for the Pembrokeshire Produce Mark.

Pembrokeshire Produce Mark - Pembrokeshire County Council

Action Area B: Improving connections and collaboration across the local supply chain

PLFP has facilitated a range of initiatives to strengthen Pembrokeshire's local food supply chain, connecting producers, suppliers, buyers, and communities.

School and Community Projects

The Goodwick School project enabled students to grow, harvest, and process food at Farmers Food at Home, which was then sold at the Fishguard Food Festival. Case studies are forthcoming. See posts about the project:

Pilot projects have also linked schools and care homes with local producers, supporting hands-on learning and local sourcing.

Local Supply Chain Forums and Collaboration

PLFP supports the establishment of cross-sector sustainable food procurement groups to bring together procurement officers, caterers, suppliers, and decision-makers. These forums aim to:

- Enable sourcing from local and sustainable producers via directories and meet-the-supplier events.
- Support small-scale producers to access larger procurement markets through cooperative initiatives.
- Develop strategic approaches across the region, including aggregation and integration of local producers.

Examples of innovative local producers include:

- Pembrokeshire Beach Food Company – Promotes seaweed as a sustainable food source.Pembrokeshire Beach Food | Sustainable Seafood & Seaweed by Cár-y-Môr – The Pembrokeshire Beach Food Company
- Cár-Y-Môr – A community-owned ocean farm producing seaweed for environmental and economic benefits.Cár-y-Môr | Wales' first regenerative seaweed & shellfish farm
- Green Up Farm – Microgreens and micro herbs, presented at network events.Green Up Farm | Microgreens & Micro Herbs
- Vending machine suppliers – Supporting local distribution.
- The Box Food and Drink – Promoting local sourcing.Food and Drink - Delivered | The Box by Ben Gobbi

PLFP has also worked with community cafés such as West Gate CIC, which offers community meals:

- West Gate Community Meals

Food Hubs and Distribution

The Wales Community Food Distribution (WCFD) project created volunteer-led food hubs across Pembrokeshire and beyond, connecting residents with fresh, affordable, locally sourced food. Hubs operated in Pembroke Dock, Lampeter, Kidwelly, and other rural and coastal areas, using models such as veg bags, vending machines, and pop-up stalls. Hubs continue to operate beyond the formal end of the project, fostering local food resilience:

- WCFD About

Networking and Knowledge Sharing

PLFP has hosted networking events, including the Local Food Ecosystem Tour and Growers Gathering, bringing together growers, councillors, and procurement officers to explore local sourcing, traceability, waste reduction, and circular economy practices. Mapping and thematic engagement in 2025–26 will further strengthen supply chain understanding.

Skills, Training, and Community Capacity

Partnership work includes:

- Collaboration with Farming Connect and colleges to support young farmers and market garden clusters: Farming Connect Training
- Links to Social Farms and Gardens
- Horticultural training and foraging sessions (e.g., Neyland)
- Support for local initiatives such as Cilrath Acre, GRWP Resilience (Grwp Resilience), Eco Dewi, Cwm Arian (Cwm Arian), and COCA – Caerhys Organic Community Agriculture

Community Fridges and Campaigns

- Community Fridges: Tenby fridge is thriving: Tenby Community Fridge
- Campaigns promoted include Stop Food Waste (Facebook)
- Allotments in Pembroke are expanding: Pembroke Allotments

Sustainability and Carbon Reduction

- We are supporting suppliers to create carbon reduction plans, e.g., meat suppliers at Llanteg and FRAME have expressed an interest
- Collaboration with PCNPA Sustainability Officer and promotion of the SDF Fund
- Engagement with Awel Aman Tawe, which measured food waste across five schools in 2024, with findings to inform PCC procurement: Awel Aman Tawe

Policy and Future Development

PLFP continues to work on systems change, linking local initiatives with regional and national policy objectives, developing evaluation frameworks, and supporting diverse funding bids. Engagement with PCNPA and PCC ensures sustainability and local sourcing are embedded in public sector catering and community projects.

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

The workshop highlighted efforts to prioritise local produce in schools and community services. Initiatives include promoting Welsh-grown food through schemes such as Welsh Veg in Schools, supporting accessibility for growers via improved procurement systems, and showcasing local identity through the Pembrokeshire Produce Mark. Networking events like "Meet the Buyer," Local First procurement policies, communications campaigns with influencers, and hashtags like #BlasYtir help raise awareness and celebrate success stories such as Pembrokeshire milk in Tesco.

In community services, including Meals on Wheels, strategies focus on leveraging social care contracts for local sourcing, creating directories of local producers, developing framework agreements for consistent procurement, strengthening private sector links, and empowering local champions to drive initiatives.

Key Issue 6:
Tackling the climate and nature emergency through sustainable food & farming and an end to food waste
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Action area A: Promote sustainable food production and consumption and resource efficiency

Survey Results

Respondents from the summer survey reported growing some of their own food, particularly herbs, tomatoes, and potatoes. There was strong interest in accessing allotments and garden space, though barriers such as disability, limited space, and cost were frequently cited. A clear appetite emerged for learning gardening skills and participating in community growing initiatives.

Strategic and Policy Actions

PLFP actively promotes sustainable food systems by supporting agroecological practices, local sourcing, and low-impact consumption. The partnership encourages regenerative farming methods, biodiversity-friendly practices, and reduced reliance on synthetic inputs. Key strategic priorities include:

- Delivering place-wide campaigns to promote sustainable food consumption, including Veg Places, Food for the Planet, and Fair Trade initiatives, in collaboration with organisations such as the Co-op.
- Supporting community growing networks and mapping local producers and food aid providers to identify gaps and enhance resilience.
- Developing land-use strategies that protect county farms for sustainable food production and enterprise, offering growers training, advice, and peer-learning opportunities on soil health, regenerative grazing, and permaculture design through Farming Connect and local networks.
- Tackling food waste and improving resource efficiency throughout the food chain, in line with the Every Mouthful Counts Declaration and Guide.

These actions are already helping to shape a stronger local food system by embedding sustainability into both policy and practice. Place-wide campaigns have raised awareness and shifted consumer behaviour, while mapping and support for community networks have improved coordination and resilience. Training and peer learning for growers are building skills and confidence in regenerative methods, and land-use strategies are protecting vital farming spaces for future generations. Together, these efforts demonstrate how joined-up strategic work can turn policy ambitions into real, practical change on the ground.

Community and Agroecological Initiatives

- Agroecological growing & training: PLANED, Grwp Resilience, and local CSAs (e.g., Clynfyw Care Farm, Glebelands Market Garden) have expanded small-scale horticulture, offering veg boxes and training placements. Peer-learning events on soil health, regenerative grazing, and permaculture design are delivered with Farming Connect support.
- Community growing: New allotment plots and community gardens have been developed in Haverfordwest, Fishguard, and Tenby, often on council or church land, with volunteer days, intergenerational activities, and bilingual signage.
- Nature-friendly farming: The Pembrokeshire Coast National Park Authority has supported farm clusters trialling pollinator margins and reduced inputs, while farming unions showcase good practice through open days.

Community Leadership – Cwm Arian Renewable Energy (CARE)

CARE, a community benefit society in north Pembrokeshire, weaves sustainable food into wider environmental and community projects. From supporting residents in Carmarthenshire to grow, prepare, and share healthy local meals, to hosting community meals that strengthen connections and wellbeing, CARE places food at the heart of its work. Alongside initiatives such as a community-owned wind turbine, Y Stiwdio Hermon, and tree planting and hedgerow restoration, the organisation shows how food, climate action, and community resilience can be meaningfully linked. cwmarian.org.uk

Regional Collaboration – Dyfed-Powys Civil Food Resilience Initiative

Funded by the Welsh Government's Collaborative Grant Scheme for Local Food Partnerships, this initiative united four regional partnerships—Bwyd Powys Food, Bwyd Sir Gâr Food, Partneriaeth Bwyd Ceredigion, and PLFP, to co-develop the UK's first civil food resilience strategy. The project focused on:

- Investing in shared infrastructure such as cold storage, processing hubs, and machinery rings.
- Commissioning a strategic scoping study to identify vulnerabilities and map regional assets.
- Facilitating collaboration between Local Food Partnerships, Public Services Boards, and the Local Resilience Forum.
- Enhancing logistics and distribution to support short, resilient supply chains.

Impact

So far, the work has supported capital improvements that help diversify local production, while also strengthening important relationships across public and third sector bodies. These collaborations have generated practical insights to guide future resilience planning and led to the first regional Food Security Summit, which brought people together to share findings and spark further action. Through these connected efforts, PLFP and its partners are steadily building a more resilient, fair, and sustainable local food system in Pembrokeshire, one that blends community engagement, policy influence, education, and climate aware food practices.

Action Area B: Reduce, redirect, and recycle food, packaging, and related waste

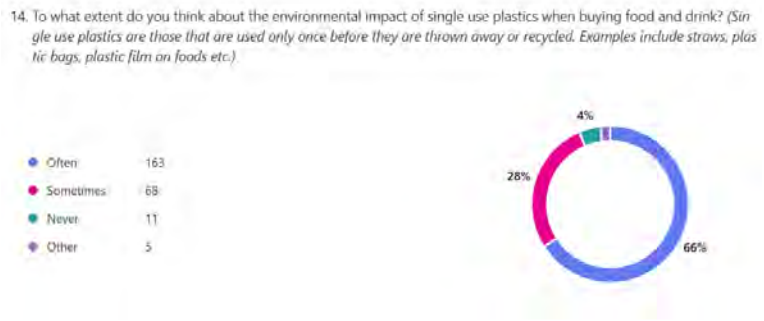
Pembrokeshire's Recycling and Food Waste Strategy

Pembrokeshire continues to build on its reputation as a UK leader in recycling, supporting a council-wide food use strategy aligned with the food waste hierarchy. Local businesses follow strict guidelines, and discussions with PCC, VP, and PCNPA confirm that these organisations actively measure food waste for net zero reporting. Large organisations, such as Bluestone, work to reduce

and redirect food waste, often collaborating with animal feed schemes. PCC has long promoted composting by providing resources and sites for community use, while PLFP participates in food waste schemes to raise awareness and encourage action. Ongoing plans for a new meals-on-wheels service also incorporate food waste reduction and potential links to FareShare.

Survey Insights

Survey respondents demonstrated high environmental awareness, actively recycling, composting, and avoiding single-use plastics. Food waste was generally minimal, though overbuying, poor planning, and multi-buy offers were noted as common causes. Easy Read survey respondents highlighted barriers such as cost and access, alongside a desire for lower prices for local produce, reduced packaging, and better support for single households or those with health conditions.



Public Water Refill Stations

PCNPA has installed eight public water refill stations, including at Amroth, Broad Haven Car Park, and Freshwater East, to reduce single-use plastics and promote hydration.

PLFP Initiatives

PLFP promotes a circular approach to food waste, working with community groups, businesses, and local authorities to reduce surplus and improve resource efficiency. Initiatives include community fridges, surplus redistribution, composting schemes, and training for food businesses on waste reduction and packaging alternatives. National campaigns such as Stop Food Waste and WRAP's Love Food Hate Waste are amplified locally.

Surplus Food Redistribution and Gleaning

Surplus food redistribution is supported by organisations including PATCH and Roots to Recovery, operating community fridges and larders in Haverfordwest and Pembroke Dock, diverting several tonnes of food from landfill in 2023–24. Volunteer gleaning projects through Cilrath Acre harvested apples and surplus vegetables for redistribution in 2022–23, with harvest celebrations also doubling as climate-action awareness events.

Food for the Planet Initiatives

Grwp Resilience has been instrumental in supporting community-led food initiatives across Pembrokeshire. From 2021 to 2024, the organisation supported 20 community food gardens, assisting six from scratch. These gardens are independently run by local growers, promoting sustainable food practices and community engagement. By empowering communities to take

an active role in food production and celebration, Grwp Resilience contributes to a more sustainable and resilient food system in Pembrokeshire.

Impact

This programme will deepen community awareness of marine sustainability and inspire connections between food, culture, and the environment. By removing financial barriers, it will reach a diverse audience, including young people and underrepresented communities. Hands-on workshops and festival activities will showcase seaweed as a sustainable resource while fostering skills, local enterprise, and creative expression. The project strengthens collaboration across sectors, builds regional identity, and positions west Wales as a leader in innovative, community-driven approaches to food and marine education.

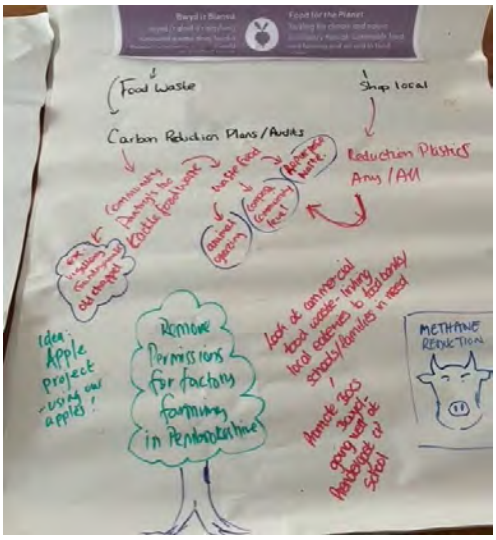
C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Seaweed to the Masses: Collaborative Bid for Community Engagement and Education

Sue is coordinating a collaborative bid to support a new seaweed-focused engagement programme, building on emerging partnerships across west Wales. The initiative brings together workshop facilitator Mary Duckett (Swansea), Gareth Thomas (linked to UNESCO), and key organisations.

The programme will centre on the Seaweed Festival, delivering free, accessible education and interactive experiences. Last year's event required paid entry; this bid seeks £25,000 in funding to remove barriers and broaden participation through engagement stands at regional shows and festivals. Activities will include cookery workshops, basket weaving, ceramics, and other hands-on sessions designed to make seaweed engaging and relevant.

With strong regional links across Pembrokeshire, Ceredigion, and Carmarthenshire, and a track record of collaborative delivery through PLFP and associated networks, this initiative offers a unique opportunity to connect food, marine sustainability, and community learning, potentially the first of its kind in the UK.



This themed table from the recent workshop highlighted strategies to reduce food waste and its environmental impact. Key actions include promoting community fridges, collecting surplus food for composting, animal feed, or anaerobic digestion, and repurposing local produce such as apples. Participants also emphasised carbon reduction through local shopping, reduced plastic use, and exploring partnerships with organisations like the Army and Navy. Policy advocacy was noted, including limiting factory farming. Methane reduction from livestock and using commercial food waste locally in schools, factories, and farms were also prioritised.

Workshops like this not only generate practical ideas but also strengthen the partnership itself. They give existing members the chance to collaborate more closely, share expertise, and feel part of shaping real solutions. At the same time, they provide an open door for new people to get involved, whether community groups, local businesses, or individuals, broadening the network and bringing in fresh perspectives. This collective energy helps build

momentum, ensuring the partnership remains dynamic, inclusive, and action focused.

Thank you for reading and considering our application.