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The Sustainable Food Places Award

Guidance & Application Form

Section 1: Guidance

The Sustainable Food Places Award is designed to recognise and celebrate the success of those places taking a joined-up, holistic approach to food and that have achieved significant positive change across six key food issues. The Award is open to any place that has an established cross-sector food partnership in place, is a member of the Sustainable Food Places Network and is implementing an action plan on healthy and sustainable food. This document covers our standard award. We run slightly different awards for counties and greater cities. We therefore encourage all applicants to get in touch before starting to complete an award application. It is also worth checking out the awards section of the Sustainable Food Places website. If you are interested in applying please email [tandrews@soilassociation.org](mailto:tandrews@soilassociation.org)

There are three tiers to the award - bronze, silver and gold - each requiring an increasing level of achievement in terms of action and outcomes. Details on how to apply for the bronze and silver awards are presented below and are the focus of this document. The gold award involves a different benchmark and application process to bronze and silver, details of which can be provided on request. You must achieve a bronze award before applying for silver and a silver award before applying for gold.

Award decisions are made annually by a national panel of experts. To help places navigate the award process, applications are facilitated by Sustainable Food Places staff. This normally involves an initial discussion, reviewing and providing feedback on draft applications and attending a meeting of the local food partnership. The award panel’s decision is final, but feedback is given on both successful and unsuccessful applications.

Places achieving an award can use an award badge that recognises their achievement in their communications and marketing materials. Each award is given for a three-year period. If the award holder has not made an application for a higher award or successfully renewed their existing level award by the end of that period, they will be expected to stop referring to themselves as awards winners in all communications and promotional activity.

One condition of receiving the award is that all successful applicants agree to their application being made available to other members of the Sustainable Food Places Network on our web site. We also expect applicants to provide short case studies on selected areas of their work that other members of the Network can learn from. We will help you to identify the most suitable case studies during the final stages of the application process.

The awards aim to recognise both the totality of food-related activity and continuous improvement year on year. So, while a bronze award may be given based primarily on evidence of overall food-related activity and achievements to date, silver and gold awards will only be given where there is clear evidence that such activity and achievements are building progressively year on year. While an award is attributed to a place and recognises any and all food-related activity in that place, there must be clear evidence that the local food partnership and its members have helped to instigate, drive and/or connect a good proportion of that activity, particularly for the silver and gold awards.

Section 2: Application Form

**Name of food partnership applying: Food Cardiff**

**Name of person leading application: Pearl Costello**

**Award being applied for: Silver**

# Key Issue 1

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

We believe that to transform a place’s food culture and food system requires a joined-up strategic approach and committed long-term collaboration between individuals and organisations across every sector and at every level, from community grassroots and third sector organisations to businesses and council leaders. Key to achieving this are: a strong cross-sector food partnership and an inspiring and ambitious food vision backed by a clear strategy and action plan. At bronze we would expect to see a cross-sector partnership in place; a 12-month action plan covering all key food issues; and some recognition of healthy and sustainable food in local policies, strategies and plans. At silver, we would expect your partnership to be robust, embedded and sustainable; a 3-year strategy and action plan that is endorsed and supported by the local authority; and for local policies, strategies and plans to be actively and effectively promoting healthy and sustainable food.

**What success might look like:**

1A) Establish a broad, representative and dynamic local food partnership- this could include but is not limited to the following:

* Establish a local cross-sector food partnership involving public and third sector, business and community representatives that meets regularly and is committed to working together across all key food issues (mandatory at bronze).
* The partnership has clear terms of reference and operates in an open, transparent and democratic way. Members represent a wide range of sectors and communities including those with lived experience of food issues as well as organisations and institutions (mandatory at bronze).
* Key institutions, including the local authority and other strategic bodies recognise and endorse the local food partnership and actively support its efforts through policy, strategy and planning and by providing funding and/or other support (mandatory at silver).
* Establish working groups linked to the core food partnership to enable those with specific interests, skills and remits to lead on and work together to more effectively tackle key food issues, supporting them and others to be effective ambassadors for the partnership’s work.

1B) Develop, deliver and monitor a food strategy/action plan- this could include but is not limited to the following:

* Your food partnership develops, publishes and regularly reviews a food strategy and/or action plan (mandatory 12 months at bronze and minimum 3 years at silver) that covers all key food issues and is based on an open consultation with a wide range of stakeholders.
* The food strategy/action plan is being delivered, with the food partnership helping to coalesce and coordinate action as well as measuring progress in terms of both activity and outcomes (mandatory at bronze and silver).
* Develop and promote a food charter, manifesto or equivalent that encapsulates the food vision, principles and ambitions for your place and get individuals and organisations to commit to action that will help to achieve those ambitions.
* Develop and promote an identity (brand/logo/strapline) for your initiative and use this as an umbrella to connect and promote all the inspiring work on healthy and sustainable food happening in your place.

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| **Key Issue 1: Taking a strategic and collaborative approach to good food governance and action** |
| Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel. |
| 1. **Establish a broad, representative and dynamic local food partnership** |
| Food Cardiff has a long-established history of positively influencing Cardiff’s food system, ensuring that food and all food-related policies, issues and opportunities are at the top of the city’s agenda. Food Cardiff was set up in 2014, borne out of the Cardiff Food and Health Steering Group (which was mandated by the Cardiff Partnership Board) and the Cardiff Sustainable Food City Steering group (an informal, cross-sector partnership of organisations who developed the Cardiff Food Charter).  Food Cardiff’s [new Strategy Board](https://foodcardiff.com/blog/introducing-food-cardiffs-new-groups/) was established in 2021, recognising the need for strategic direction to support Food Cardiff’s rapidly growing partnership, which has evolved into a dynamic, strong and inclusive network of good food activists. In 2021, Food Cardiff’s wider membership includes 127 individuals across 74 organisations (see below).  Food Cardiff time line  (1).png  The Food Cardiff Strategy Board ([Terms of Reference](https://foodcardiff.com/app/uploads/2021/01/Food-Cardiff-Strategy-Board-ToR-18.01.21.pdf)) meets monthly, representing people with experience (through work, volunteering, or life) of health, environmental sustainability, communications, food production, retail, food poverty, community action, and policy. The board includes:   * 5 core members representing Cardiff Council, Cardiff & Vale University Health Board (C&VUHB), Cardiff & Vale Local Public Health Team (LPHT) and WRAP Cymru * 7 volunteer members recruited from the wider Food Cardiff partnership ([re-advertised annually](https://foodcardiff.com/blog/volunteerboardmembers/)).   This wider partnership continues to meet bimonthly to facilitate connections and collaborations between a broad range of food actors, supported by working groups:   * [Food Cardiff’s Food Poverty Group](https://www.sustainweb.org/foodpower/map/food_cardiff_food_and_poverty_group/) (wrote [food poverty plan](http://www.cardiffandvaleuhb.wales.nhs.uk/sitesplus/documents/1143/Building%20Resiliance%20Food%20Security%20Plan.pdf), supported [Cardiff’s Covid-19 food response](https://foodcardiff.com/blog/new-cardiff-covid-19-food-response-report-published/) and convened [Anchor Organisation Group](https://foodcardiff.com/app/uploads/2020/05/30.4.20-City-wide-food-response-6.1.pdf): volunteers coordinating on the ground action and representing people’s lived experience to the Food Poverty Group) * [Edible Cardiff](https://www.ediblecardiff.org/) (facilitated by Food Cardiff, Social Farms and Gardens, Grow Cardiff) connects community and commercial growers in order to increase food production, access to land and skills. * [2021 new groups](https://foodcardiff.com/blog/introducing-food-cardiffs-new-groups/): Communication and engagement group and cross-sector procurement group   Food Cardiff has ensured that the partnership is supported by the new Cardiff Council administration (elected 2017). Cllr Huw Thomas, Cardiff Council Leader [announced Cardiff’s ambition to achieve Silver and ultimately Gold Sustainable Food Cities status](https://foodcardiff.com/blog/food-cardiff-hosts-two-uk-conferences-to-change-our-approach-to-food/) at the 2018 Sustainable Food Cities Conference. Cardiff Council and the Local Public Health Team provide direct and in-kind funding for Food Cardiff’s co-ordinator and have significantly invested in food programmes across Cardiff. Cardiff Council was also one of the first UK authorities to publish its own [Council food strategy](https://foodcardiff.com/blog/sustainable-food-plan-for-cardiff/), supporting Food Cardiff’s vision through 5 action areas (Food Cardiff also sits on the Council Food Strategy Steering Group):   * Fostering food partnerships * Tackling food inequalities * Increasing local food production * Eating out well * Food as a driver for prosperity   Food Cardiff has also ensured that the need for a healthy, sustainable and equitable food system is incorporated in all major local policies: Cardiff Council’s [Capital Ambition](https://www.cardiff.gov.uk/ENG/Your-Council/Strategies-plans-and-policies/capital-ambition/Pages/default.aspx), [One Planet Cardiff](https://www.oneplanetcardiff.co.uk/) (climate emergency response), [Local Development Plan](https://www.cardiff.gov.uk/ENG/resident/Planning/Local-Development-Plan/Pages/default.aspx) and associated [Supplementary Planning Guidance](https://www.cardiff.gov.uk/ENG/resident/Planning/Planning-Policy/Supplementary-Planning-Guidance/Pages/Supplementary-Planning-Guidance.aspx), and Public Service Board (PSB) [Move More, Eat Well](https://movemoreeatwell.co.uk/wp-content/uploads/2020/07/Move-more-eat-well-plan_Jan-2020_FINAL2-3.pdf) (obesity plan). [Cardiff Local Well​-being Plan](https://www.cardiffpartnership.co.uk/wp-content/uploads/2020/08/Well-being-Plan-2018-23-Eng.pdf) sets out Cardiff public sector’s 5-year priority actions, including *“Support a city wide Food Partnership to ensure citizens have access to sustainable, healthy and affordable food”*. |
| 1. **Develop, deliver and monitor a food strategy/action plan** |
| Almost 2,500 people in Cardiff have collectively shaped Food Cardiff’s ambitious [Good Food Strategy](https://www.sustainablefoodplaces.org/resources/partner_uploads/cardiff_1618481997.pdf) 2021-24, which sets out a detailed plan to ensure Cardiff’s food system is healthy, environmentally sustainable, thriving, empowering and connected. It has already been endorsed by 23 organisations and is supported by the key city policies listed in KI1A.  Despite Covid-19 cancelling Food Cardiff’s 2020 Food Summit, to kick-start strategy development, Food Cardiff collaborated with the [Sustainable Places Research Institute](https://www.cardiff.ac.uk/sustainable-places) to host [Field to Fforc: A People’s Assembly](https://foodcardiff.com/blog/fieldtofforc/). 70 participants [imagined the future of Cardiff’s regional food system](https://www.youtube.com/watch?v=xy5KmDL194I&t=2s). Working in small groups, people identified 2-3 proposed changes and 1 challenge. The outcomes from this event (summarised in [follow-up report](https://www.cardiff.ac.uk/news/view/2494670-field-to-fforc-peoples-assembly-on-future-of-food-in-cardiff-capital-region) and [video](https://www.youtube.com/watch?v=5w7JhynQ_54&feature=emb_title)), alongside a survey of 58 general public responses, and engagement with 40 stakeholders informed the [first draft strategy.](https://foodcardiff.com/app/uploads/2021/02/Draft-Good-Food-Strategy-FINAL-15.2.21-1.pdf)  Food Cardiff ran an [in-depth consultation](https://foodcardiff.com/blog/cardiffgoodfoodstrategy/) to co-create the final strategy (and to establish baselines), with 2,394 responses. The consultation was made up of an Individual/Public survey supported by Cardiff Council Research Centre and Citizens Panel; an in-depth stakeholder survey and a food business focus group. Overall there was significant support for the strategy (90%+ of public agreed with all 12 proposed outcomes). Amendments were made relating to language, achievability and monitoring and was then approved by the Food Cardiff Strategy Board in April 2021. Download: [public consultation report](https://foodcardiff.com/app/uploads/2021/04/City-Wide-Food-Strategy-Public-Consultation-Report.pdf), [stakeholders/business report.](https://foodcardiff.com/app/uploads/2021/04/Food-Cardiff-Good-Food-Strategy-Stakeholder-feedback.pdf)  Though actions are already in progress – e.g. working with Edible Cardiff to [develop an annual festival of food growing](https://www.ediblecardiff.org/events) - the strategy will be fully visible/promoted after the Welsh Government pre-election period, with a mass engagement campaign based around the 5 core goals.  The Good Food Strategy builds on Food Cardiff’s previous plans and achievements, specifically:   * 2019-20 [Food Cardiff Interim Plan](https://foodcardiff.com/app/uploads/2021/03/Food-Cardiff-Interim-Plan-2019-20.pdf): developed through informal consultation with the partnership to maintain strategic direction after new co-ordinator appointed. Contained 27 actions: 21 achieved, 6 in progress. * 2018-23 [“Building Resilience: Food Cardiff’s Five Year Food Security Plan”](http://www.cardiffandvaleuhb.wales.nhs.uk/sitesplus/documents/1143/Building%20Resiliance%20Food%20Security%20Plan.pdf): co-developed by the Food Poverty Group and wider partnership, incorporating the experiences of over 3,000 Cardiff citizens surveyed through [Ask Cardiff 2016](https://www.cardiff.gov.uk/ENG/Your-Council/Have-your-say/Ask%20Cardiff%20Library/People%20in%20Cardiff%20are%20healthy-%20Ask%20Cardiff%20Survey.pdf). [Launched](https://foodcardiff.com/blog/food-cardiff-hosts-two-uk-conferences-to-change-our-approach-to-food/) at the Food Power Conference in 2018. See KI3A. * [2014-18 Action Plan:](https://www.sustainablefoodplaces.org/Portals/4/Documents/Food%20Cardiff%20SFC%20bronze%20application.pdf) originally 2014-15 but extended due to high level of ambition. Developed by 100 individuals and organisations. Supported by the [Cardiff Food Charter](https://foodcardiff.com/app/uploads/2014/07/Cardiff-Food-Charter-English.pdf) and [Fair Food Pledge](https://foodcardiff.com/app/uploads/2014/07/Fair-Food-Pledge2.pdf) which was signed by over 30 organisations, including:   + Cardiff University: sign up to the Living Wage – ensuring 6,600+ staff members paid the Living Wage   + NHS Wales: sign the Sustainable Fish pledge – [850,000 meals per year](https://www.sustainweb.org/news/mar15_endangered_fish_removed_from_hospital_food_in_wales/) switched to include sustainable fish   + Community Dietitians: ‘Love Food Hate Waste (LFHW)’ in Level 2 classes – 555 community leaders trained and cascading LFHW messaging   C:\Users\pe123647\AppData\Local\Microsoft\Windows\INetCache\Content.Word\FoodCardiff_Wlogo_purple.jpgC:\Users\pe123647\AppData\Local\Microsoft\Windows\INetCache\Content.Word\FoodCardiff_logo_green.jpgThe Good Food Strategy, Cardiff Food Charter, Fair Food Pledge and resources for [individuals](https://foodcardiff.com/app/uploads/2014/07/10-Actions-for-Individuals-and-Families1.pdf), [food businesses](https://foodcardiff.com/app/uploads/2014/07/10-Actions-for-Food-Businesses1.pdf) and [other businesses](https://foodcardiff.com/app/uploads/2014/07/10-Actions-for-Non-Food-Businesses1.pdf) all align with Food Cardiff/Bwyd Caerdydd’s strong bilingual brand. This includes logo, colour palette and the tagline “Working together for Fair Food/Gweithio gyda’n gilydd am fwyd teg”. In 2020 we launched a refreshed brand with the [#GoodFoodCardiff campaign](https://drive.google.com/open?id=1bN7wM8AoMLYeXxF_NptmlEFkKHzmVybM) (see KI2A). |

# Key Issue 2

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

We believe that to drive a shift towards healthier and more sustainable food requires high public awareness of food issues and widespread participation in food-related activity, by both individuals and institutions, as part of a growing movement of active food citizenship. Key to achieving this are: communications and events that can inspire people about the role, importance and joy of good food; practical engagement opportunities such as growing, cooking and sharing food in every community; and a facilitated network through which food actors of every kind can connect and collaborate on-line and in person as part of a local good food movement. At bronze, we would expect to see a range of public events and engagement opportunities and the beginnings of a local food network. At silver, we would expect to see widespread public participation in food-related activity and a dynamic and connected local good food movement involving people from all walks of life.

**What success could look like:**

2A) Inspire and engage the public about good food- this could include but is not limited to the following:

* Raise public awareness of food, health and sustainability issues through a variety of communication channels, ideally including a regular newsletter, websites, social media, magazines, film shows and radio and press pieces.
* Provide a wide range of free opportunities for people to learn about, share and enjoy healthy and sustainable food - e.g. through talks, challenges and competitions, demonstrations, intercultural and intergenerational events, food festivals and town meals.
* Ensure opportunities to actively participate in community food initiatives are promoted to people from all social and cultural backgrounds through print, broadcast and on-line media and/or via open days, food trails and volunteering programmes.
* Develop a public facing umbrella-campaign to encourage individuals and organisations to take (and register) direct action in support of healthy and sustainable food, for example through the development of an on-line platform such as Bristol’s Going for Gold or FoodWise Leeds.

2B) Foster food citizenship and a local good food movement- this could include but is not limited to the following:

* Establish a network for community food activists that provides on-line and face to face opportunities to share inspiration, ideas and resources and to work together on a range of food initiatives (mandatory at silver).
* Ensure communities can access and take control of green, brownfield and unused building spaces that can be used for food social enterprises and community food projects, for example by mapping available assets or offering special lease options.
* Support local community food initiatives through a small grants programme and access to tools and resources, as well as through advice and training on project planning, raising money and working with volunteers.
* Increase participation in food growing and related activities through increased allotment provision, the incorporation of growing sites into new and existing developments, the development of edible landscapes and through initiatives such as Incredible Edible and The Big Dig.

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| **Key Issue 2: Building public awareness, active food citizenship and a local good food movement** |
| Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel. |
| 1. **Inspire and engage the public about good food** |
| Food Cardiff and members raise public awareness of good food through a variety of channels:   * **Website:** [www.foodcardiff.com](http://www.foodcardiff.com) launched in 2014 to 25,000+ people, resources including [Eating Well on a Budget](https://foodcardiff.com/app/uploads/2014/07/Eat-Well-on-a-Budget-Leaflet-English.pdf) (also distributed by community dietitians and advice hubs), [*“tastiest sustainable food heroes”*](https://foodcardiff.com/blog/hungrycityhippies-tastiest-sustainable-food-heroes-in-cardiff-and-the-vale/)*.* The “Find My Nearest” map listed 700+ food businesses, projects, gardens etc. Relaunched [as a hub to support the Covid-19 response in 2020](https://www.wales247.co.uk/food-cardiff-brings-together-local-services). Feb-March 2021: 3000 people viewed 6,385 pages. * **Social Media:** 4,500 [@GoodFoodCardiff](https://twitter.com/goodfoodcardiff) Twitter followers (1059 in 2015), 1250 [Facebook](https://www.facebook.com/foodcardiff) followers (240 in 2015). * **Monthly newsletter:** 1000+ subscribers (example [1](https://mailchi.mp/1e1deb9ae99a/may2020-4695789), [2](https://mailchi.mp/ecc8007162f6/jan2021news)), average 35.3% open rate (*underestimate as MailChimp only tracks opens where images are downloaded)*. * **Local and national media, podcasts and radio:** e.g. Cardiff Life [Magazine (digital and print)](http://www.mediaclash.co.uk/cardiff-life-previous-issues/), [newsletter](http://cardifflife.cmail19.com/t/ViewEmail/y/3B9F71BAC44727562540EF23F30FEDED/585FE15421C757441726EA5DA1051479), annual [Cardiff Life Awards](https://www.cardifflifeawards.co.uk/2020-winners/); [Hank! A Cardiff Food Podcast](https://podcasts.apple.com/gb/podcast/hank-a-cardiff-food-podcast/id1378436398); [Seismic Podcast](https://seismic.wales/2020/05/05/ep-15-feeding-wales-during-the-pandemic/); [How Healthcare Happens](https://play.acast.com/s/how-healthcare-happens/950cfa4d-3e05-e074-dd58-52051326c7c9); [BBC’s The Food Programme](https://www.bbc.co.uk/programmes/b06y9798); [BBC News](https://www.bbc.co.uk/news/uk-wales-55650274).   Cardiff is also buzzing with free opportunities for people from all social and cultural backgrounds to grow, cook, share and enjoy good food; many of which instigated/supported by Food Cardiff:   * Food Cardiff was a core partner developing [Veg Power](https://foodcardiff.com/blog/new-vegpower-fund-launching-today-to-inspire-children-to-eat-more-veg/), which has had [enormous success](https://s3-eu-west-2.amazonaws.com/ifour-vegpower-uploads/wp-content/uploads/2020/11/11171545/Eat-Them-to-Defeat-Them-Retail-Sales-Analysis-2020.pdf). We amplified the campaign in Cardiff with street art, contributed to the [Truly Epic Book of Veg Power](https://vegpower.org.uk/book/) and worked with wholesaler Castell Howell and Cardiff Council to advertise the campaign on vans delivering to the city, distributing Veg Power packs to 50 primary schools (reaching 14,257 pupils), running a “Scary Veg” competition and veg-taster events in schools. [Watch in action.](https://www.youtube.com/watch?v=b6PVa41W-WI) * 18 community gardens in Cardiff open for annual [Have A Grow Day](https://www.farmgarden.org.uk/your-area/wales) * 33 settings have hosted a [Food For Life Get Together](https://www.fflgettogethers.org/)in Cardiff since 2019, supporting 1,700+ people to connect through food * 8+ food markets offer cooking demos, tasters and activities. There are 3 large food festivals: [St Fagans](https://museum.wales/stfagans/whatson/10588/Food-Festival-10/), [BITE](https://www.insolecourt.org/blog/bite-festival-2019) and [International Food and Drink Festival](https://theculturetrip.com/europe/united-kingdom/wales/articles/your-guide-to-the-cardiff-international-food-drink-festival/). [Cardiff Market launched a series of night markets](https://www.cardiffnewsroom.co.uk/releases/c25/21964.html?utm_source=Twitter&utm_medium=social&utm_campaign=SocialSignIn) in 2019, with ~2000 people attending each event * Food Cardiff worked with Wales Millennium Centre to launch [Wasteless Banquets](https://www.wmc.org.uk/en/what-we-do/news-and-features/working-with-our-community) for community groups * Our [Cardiff Cooking Together](https://www.facebook.com/groups/1134882630243626) Facebook Group has 335 members and featured 25 recipe videos from members and community groups.   Participation in most food related activities has increased between 2016 and 2019, though impacted by Covid-19 (see below).  In 2020, Food Cardiff built on this movement by co-ordinating two projects ([Cardiff Growing Together](https://foodcardiff.com/blog/growingtogether/) and the [#GoodFoodCardiff Autumn Festival](https://foodcardiff.com/blog/thousands-take-part-in-first-good-food-cardiff-autumn-festival/)). 5000+ households attended 55 free food activities. 20,000 vegetable plants were distributed and ~75% of recipients had not grown food before. Online cookalongs, recipe swaps and cooking classes resulted in 1,300+ meals cooked and shared. The projects gained high media coverage in [digital](https://www.walesonline.co.uk/news/wales-news/gallery/cardiff-lockdown-sustainable-food-city-18375326), print and broadcast. Events were completely community-led by over 30 local groups, ensuring a wide and diverse reach e.g. young parents, Asperger Syndrome group, multi-language recipe boxes, English and Welsh [online family puppet show](https://www.facebook.com/135639401327/videos/2688949684677472).  In 2020 we developed the umbrella campaign #GoodFoodCardiff, to encourage people to take and share sustainable food actions. 84 people took part, reaching almost 260,000 people in the first two weeks:  cid:image005.png@01D639D8.F671CA60 |
| 1. **Foster food citizenship and a local good food movement** |
| A driving force for the huge public engagement outlined in KI2A is Food Cardiff’s dynamic, strong and inclusive network of 127+ good food activists, who work together on a range of initiatives. 20-30 people attend each bimonthly gathering for inspiration and connections. The results are demonstrated across every KI (e.g. new network of community food retail projects, Cardiff Growing Together and Autumn Festival, SHEP, Veg Cities) and [member feedback](https://foodcardiff.com/app/uploads/2021/04/FCmenti.png):  *“Food Cardiff provided resources and support - for example helping with joint funding, being a unified voice for promotion and evaluation. This enabled us to shape our own actions whilst feeling part of a bigger city-wide movement. It also felt empowering to know the collective impact through the number-crunching Food Cardiff organised.”* Global Gardens, on the Autumn Festival.  Further online networks: [Sustainable Cardiff Slack](https://sustainablecardiff.slack.com/) (186 members), [XR Cardiff](https://www.facebook.com/XRCardiff/) (7000 followers), [Sustainable Cardiff](https://www.facebook.com/groups/1678543722204861) (1,400 members), [Zero Waste Cardiff](https://www.facebook.com/groups/549889225506327) (850 members), and Food Cardiff’s Twitter chats (9000 impressions). In person opportunities (pre-Covid) include: Cardiff Transition’s [Activists Café](https://www.facebook.com/groups/1818649285080542), [Cardiff Green Drinks](https://www.facebook.com/GreenDrinksCdf), [Orchard Cardiff](https://orchardcardiff.co.uk/)’s “backyard orchards map” and group harvests. In 2019, Food Cardiff supported a new initiative, Share Cardiff, who hosted 6 mapping events, connecting grassroots groups, neighbourhood projects, co-ops, social enterprises. The resulting directory includes [26 food groups](https://sharelocal.wales/category/food/), [22 community spaces](https://sharelocal.wales/category/communityspaces/) and Food Cardiff’s [Produce Share](https://sharelocal.wales/category/produce-share/).  Community growing projects looking for land (e.g. [Mackintosh Community Garden](https://www.farmgarden.org.uk/sites/farmgarden.org.uk/files/clas_cymru_case_study_mackintosh_community_garden_2020.docx), [Railway Gardens](https://www.inyourarea.co.uk/news/splott-residents-celebrate-as-lease-is-granted-for-community-land/)) use [Community Land Advisory Service](https://www.farmgarden.org.uk/clas/wales) (CLAS) for specialist planning advice: 39 groups supported, 24 sites established. CLAS has expanded in 2021 and is working with Cardiff Council to develop Cardiff’s new food-growing plan (including identifying land, developing standard lease agreements and establishing a single contact). [Keep Wales Tidy Local Places for Nature](https://www.keepwalestidy.cymru/pages/category/nature) scheme supported 48 Cardiff groups to develop growing sites (18 dedicated to food) and 10 Green Flag Community Award sites have received fruit tree packages. [Social Farms and Gardens and Edible Cardiff network co-ordinated planting 600 fruit trees across Cardiff in 2020.](https://www.farmgarden.org.uk/news/orchards-wales-project-success) Food Cardiff helped establish 5 [Edible Playgrounds](https://www.treesforcities.org/our-work/schools-programme/edible-playgrounds) in Cardiff schools (e.g. [Coed Glas](https://primarysite-prod-sorted.s3.amazonaws.com/coed-glas-primay-school/UploadedDocument/1e122d9384784d4ea835b2e5ab5530d4/ep40-presentation-1.pdf) who engaged through SHEP).  Local community food initiatives are well supported with grants, training and resources. [Cardiff’s Third Sector Council](https://c3sc.org.uk/) supports 50+ groups working on food. [Benthyg](https://www.benthyg.org/) library of things includes [cooking equipment](https://borrow.benthyg.org/products?tagId=14), [gardening tools](https://borrow.benthyg.org/products?tagId=10). Food For Life Get Togethers (GTs) launched in 2019 with a [Veg Cities community supper at Wild Thing](https://foodcardiff.com/blog/grangetowncommunitysupper/). Wild Thing continue to run free suppers, attended Nutrition Skills for Life training and created a [food security plan.](https://www.wildthingcardiff.com/food-insecurity) 17 groups have received GTs small grants, 22 attended GTs in-person training. [Cardiff Growing Together was instigated by both GTs and Food Cardiff](http://foodcardiff.com/app/uploads/2021/04/FOOD_SENSE_WALES_IMPACT_REPORT_2018_2021-pages-9.pdf) – reaching an additional 450 households as a result.  It also kick-started a food growing revolution in Cardiff. [Edible Cardiff](https://www.ediblecardiff.org/) has been [active but unfunded since 2017](https://www.farmgarden.org.uk/cy/civicrm/event/info?reset=1&id=446), connecting 100 people from 30 food-growing groups to share knowledge, training and tools, and campaign for land access. In 2020, Social Farms and Gardens, Food Cardiff and Grow Cardiff secured funding for 3 years’ co-ordinator time and [annual Festival of Growing](https://www.ediblecardiff.org/events) (Food Cardiff chairs the development group). |

# Key Issue 3

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

We believe good food is a right not a privilege and that everyone should be able to eat healthily every day, no matter who they are, what they do or where they live. Key to achieving this are: ensuring all those in danger of going hungry or suffering malnutrition are able to access nutritious food while working to address the underlying causes of food poverty; raising awareness of what constitutes a healthy diet and giving people the skills, resources and support needed to feed themselves well; and changing people’s food environment - from institutional settings to high streets - to ensure affordable healthy food is available and accessible to all. At bronze we would expect to see a wide range of initiatives that are working to make this a reality and are having a measurable impact on people’s lives. At silver, we would expect to see evidence that this is becoming a reality across most social groups, settings and neighbourhoods in your city, particularly amongst those groups most at risk.

**What success could look like:**

3A) Tackle food poverty- this could include but is not limited to the following:

* Establish a multi-agency partnership involving key organisations as well as people with lived experience, to identify and tackle the full range of issues that contribute to food poverty in a joined-up strategic way, ideally as part of the Food Power, End Hunger UK or Feeding Britain initiatives.
* Ensure high quality social food provision for people who might otherwise go hungry or suffer malnutrition, for example through the Healthy Start voucher scheme; Rose Vouchers; free school meals; breakfast, after school and holiday meal provision; lunch clubs and meals on wheels.
* Promote fair wages through local authority adoption of the real Living Wage for its own staff and for contractors and via campaigns to raise other employers’ awareness and adoption of the Living Wage and the benefits this brings.
* Train health professionals, welfare advisers, housing and voluntary organisations in food poverty issues so they can effectively direct those experiencing food poverty to welfare support and local hardship funds, as well as to emergency food aid at times of crisis.

3B) Promote healthy eating- this could include but is not limited to the following:

* Run healthy eating and drinking campaigns including Sugar Smart, Veg Cities, Change4Life, Baby Friendly and the 50 Fountains Challenge; and give preferential treatment to healthy food ads, for example by offering them free advertising space, while restricting junk food ads.
* Provide and promote a wide range of healthy eating and healthy weight support services and initiatives, including diet and nutrition advice and support, cooking skills training, exercise and social prescribing programmes.
* Promote the adoption of holistic healthy food culture transformation programmes - such as those developed by Food for Life - in a range of settings such as nurseries, schools, colleges, hospitals, care homes and workplaces.
* Map access to healthy food against transportation routes, income, health data, proximity to schools etc. and work to prevent the proliferation of unhealthy food outlets as well as to ensure people can access affordable healthy food/drink near to where they live, work and play\*.

\* *This could include working with caterers (cafes, takeaways and restaurants) and retailers (supermarkets, local convenience stores, markets, food coops) to increase the availability, affordability, variety, quality and display of fruit and vegetables, particularly in deprived areas; introducing or reinstating public drinking fountains; and/or including access to affordable healthy food in your Local Plan, Supplementary Planning Documents or other planning policy.*

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| **Key Issue 3: Tackling food poverty and diet related ill-health and increasing access to affordable healthy food** |
| Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel. |
| 1. **Tackle food poverty** |
| Food Cardiff convenes multi-agency [Cardiff Food Poverty group](https://www.sustainweb.org/foodpower/map/food_cardiff_food_and_poverty_group/) (Food Power alliance) which developed the [5-Year Food Security Plan](http://www.cardiffandvaleuhb.wales.nhs.uk/sitesplus/documents/1143/Building%20Resiliance%20Food%20Security%20Plan.pdf). Individuals with a range of lived experience contribute through [Ask Cardiff](https://www.cardiff.gov.uk/ENG/Your-Council/Have-your-say/Ask%20Cardiff%20Library/Ask%20Cardiff%202020%20Report.pdf) (3172 responses), [strategy consultation](http://foodcardiff.com/app/uploads/2021/04/City-Wide-Food-Strategy-Public-Consultation-Report.pdf) (2349 responses) and through partner anchor organisations. Food Cardiff is part of the South Wales Food Poverty Alliance, and supported the 2019 [call to action report](https://www.sustainweb.org/news/feb19_food_poverty_south_wales/). Food Cardiff’s [Community Food Retail Network](https://us8.list-manage.com/survey?u=3a3e93e1978d45530b4658953&id=4d97044967) collaborates to provide high quality food through pantries, co-ops, lunch clubs and community fridges.  In 2015 Food Cardiff facilitated a partnership between Cardiff Council, Sport Cardiff, C&VUHB to pilot the [School Holiday Enrichment Programme](http://foodcardiff.com/school-holiday-enrichment-programme-food-and-fun/) (SHEP); known as Food and Fun. SHEP is a quality-assured scheme including meals, nutrition education, enrichment and physical activities.   * Up to 16 schools in Cardiff participate, serving 11,000+ meals and reaching <663 children annually. In 2020 (when SHEP was paused) Cardiff Council supported 428 children, serving 5000 meals in alternative [Cardiff Summer Squad](https://twitter.com/cardiff_squad?). * Since 2015, SHEP co-ordinators have gained 18,777 more employment hours. All 47 co-ordinators have completed Level 2 Community Food and Nutrition and Food Hygiene qualifications. [Read more.](https://foodcardiff.com/app/uploads/2017/09/PHW-Infographic-2018-A4-V41.pdf) * Welsh Government funded pan-Wales rollout, committing £4.9million to the 2021 scheme. C&VUHB dietitians and Cardiff Council are part of national steering group. * [Evaluation](https://www.wlga.wales/SharedFiles/Download.aspx?pageid=62&mid=665&fileid=2844): 78% of parents said SHEP helped them meet holiday finances, 84% would keep trying new foods. 93% of children enjoyed eating together, 76% would eat school lunches more often, 67% wanted to be more involved with meal planning/prep.   Food Cardiff and partners have embedded a cash-first approach to our work:  [Cardiff is an official Living Wage City](https://www.cardiff.gov.uk/ENG/Your-Council/Strategies-plans-and-policies/Living-Wage/cardiff-living-wage-city/Pages/default.aspx)**:** Prominent Cardiff employers formed the Cardiff Living Wage Action Group and created a 3-year action plan. 100+ employers in the city are Living Wage accredited (including C&VUHB, Cardiff Council, Cardiff Community Housing Association). Cardiff Council [offers financial support for local businesses](https://www.cardiff.gov.uk/ENG/Your-Council/Strategies-plans-and-policies/Living-Wage/accreditation-support/Pages/default.aspx) to join.  [Frontline Training](https://www.sustainweb.org/resources/files/reports/Cardiff_MFI_12month_snapshot.pdf): Food Cardiff conducted research into [Healthy Start](https://foodcardiff.com/blog/the-uk-healthy-start-scheme-evidence-from-cardiff-shopping-observation-and-research-on-scheme-awareness/) uptake and retailer engagement, worked with the LPHT, Dietitians and Cardiff Council Money Advice to develop a “[food-related benefits training and marketing package](https://www.sustainweb.org/resources/files/reports/Cardiff_MFI_12month_snapshot.pdf)“ (covering breakfast clubs, free school meals, SHEP and Healthy Start):   * 146 frontline staff from 13 key organisations trained (e.g. Cardiff Council, Housing Associations, Foodbank, Schools). Cardiff Council integrated food-related benefits questions into advice processes. * Flying Start dietitians distributed Healthy Start promotional materials to 28 local retailers. Partners are distributing 5000 printed leaflets. * Cardiff has the highest uptake of Healthy Start in Wales (63%).   [Covid-19 Response](https://foodcardiff.com/blog/new-cardiff-covid-19-food-response-report-published/)**:** Food Cardiff rapidly convened a Food Response Group (now merged with the Food Poverty Group) who helped establish a network of Anchor Organisations bringing together public-sector, charity and grassroots services. Highlights include:   * Cardiff Council Advice Line triage system ensures citizens have access to all relevant income schemes (including Discretionary Assistance Fund, Healthy Start, Council Tax reduction), providing quality emergency food aid as final resort. * Innovative digital system for Free School Meals cash equivalent in term-time and holidays (reaching 14,180 children in 2021, up from 11,400 in 2020), [commended by Education inspectorate, Estyn](https://www.cardiffnewsroom.co.uk/releases/c25/25678.html). * New [money advice website](https://www.cardiffmoneyadvice.co.uk/) and local [Discretionary Emergency Fund](https://www.cardiffmoneyadvice.co.uk/2021/03/04/are-you-struggling-to-pay-for-repairs-to-goods-or-purchase-new-essential-items-are-you-unable-to-pay-your-fuel-bills-or-tops-ups/). |
| 1. **Promote healthy eating** |
| In Cardiff 76.8% of children aged 4-5 years are a healthy weight (Wales: 73.1%). 34% of adults eat 5+ portions of fruit and veg (24% across Wales, 32% in 2017), 4% ate none (8% across Wales, 6% in 2017).  Campaigns include:   * **Veg Cities:** [Food Cardiff developed Peas Please and Veg Cities in Wales](https://foodcardiff.com/blog/pioneering-initiative-led-by-food-cardiff-targets-whole-food-system-to-improve-our-diet-and-our-health/). 38 Cardiff organisations registered, 24 pledged, 42 actions = 100,000+ additional veg portions. * [**Refill Cardiff:**](https://gov.wales/refill-cardiff-sees-capital-city-tap-free-water)80+ locations including [businesses](https://www.cardiff-times.co.uk/cardiff-businesses-join-refill-campaign-to-tackle-rise-in-plastic-pollution/), [hospitals](https://healthcharity.wales/drinking-water-bottle-refill-scheme-launches-at-st-davids-hospital/), libraries. * **#GoodFoodCardiff:** [blogs](https://foodcardiff.com/blog/emmas-blog-eating-well-in-a-small-kitchen/), [Cardiff Cooking Together](https://twitter.com/goodfoodcardiff/status/1274982150278914048), [home-learning](https://foodcardiff.com/blog/learning-about-food-at-home-during-the-covid-19-emergency/), [recipe boxes.](https://twitter.com/goodfoodcardiff/status/1313511387629576193) 225,000+ social media impressions in first 2 weeks. * [**UNICEF Child Friendly Cities:**](https://www.childfriendlycardiff.co.uk/) One of 6 UK municipalities embedding Rights of the Child. Initiatives include [Curriculum4Life hacks](https://www.childfriendlycardiff.co.uk/projects/c4life/) (e.g. [storing veg](https://www.youtube.com/watch?v=V9m4ca2hF1g)), [Cardiff Summer Ideas Challenge](https://www.childfriendlycardiff.co.uk/schools/cardiff-ideas-summer-challenge-2020/) ([food a key theme](https://www.youtube.com/watch?v=DOQxamscAY8)) [Children’s University](https://www.childfriendlycardiff.co.uk/projects/cardiff-childrens-university/) (Veg Cities activities planned).   Nutrition Skills for Life (NSFL) offers a suite of quality-assured nutrition training and support services. Community workers learn about and cascade nutrition advice, practical cooking sessions and courses. Since 2015: 555 people completed Level 2 Community Food and Nutrition, 469 Level 1 Get Cooking, and 4000+ participants on other courses/sessions (e.g. [Foodwise For Life](https://cavuhb.nhs.wales/patient-advice/keeping-people-well/about-public-health-in-cardiff-and-the-vale/public-health-dietetic-team/foodwise-for-life/): 8-week weight management programme). Cardiff partners supporting the development of digital NSFL to adapt to Covid and further reach (Get Cooking [recipes](https://foodcardiff.com/blog/getcookingrecipes/)/[videos](https://keepingmewell.com/home-2/looking-after-yourself-information-for-families-carers/eating-well/get-cooking/) already online). In 2021, [Nutrition for Your Little Ones](https://nylo.co.uk/) launched for families with young children. 2,500 frontline workers are trained in [healthy eating messages](https://mecc.publichealthnetwork.cymru/en/resources/lifestyle-info/healthy-eating/) through Making Every Contact Count.  Whole-setting health programmes:   * **Schools/Early Years:** 90%+ schools part of Cardiff Healthy Schools (HS) with dedicated co-ordinators, food one of eight topics. 20 schools completed Food and Fitness [NQA award](http://www.wales.nhs.uk/sitesplus/documents/888/WEB%2026732%20English%20pages.pdf), demonstrating whole-school approach. Food Cardiff and CHS developed Peas Please parents’ and [teacher toolkits](https://foodcardiff.com/app/uploads/2020/05/PowerUpYourPupils_E_Web-WITH-APPENDICES-1.pdf) for primary and special schools – 65 involved so far. HS also created healthy lunchboxes [resources](https://www.childfriendlycardiff.co.uk/schools/welsh-network-of-healthy-school-schemes-cardiff-healthy-schools-team/)/[videos](https://www.cookingtogether.co.uk/healthy-lunchboxes). Cardiff Council cater most schools: offer 2 veg portions with school lunches and during SHEP. 38 settings participate in [Cardiff Healthy and Sustainable Pre-schools Scheme](https://www.childfriendlycardiff.co.uk/schools/cardiff-healthy-and-sustainable-pre-school-scheme-chasps/) (supported with resources e.g. [healthy lunches](https://www.childfriendlycardiff.co.uk/wp-content/uploads/CHaSPS_Covid19infoPreschool.pdf)): 20 completed [National Awards Criteria](http://www.wales.nhs.uk/sitesplus/documents/888/HSPSS-Doc%28E%29.pdf) for nutrition. HS and Pre-Schools run annual [Little Cooks training](https://cavuhb.nhs.wales/patient-advice/keeping-people-well/about-public-health-in-cardiff-and-the-vale/public-health-dietetic-team/little-cooks/) (50 staff from 23 settings/schools in 2020). 51 settings have [Gold Snack Award](https://cavuhb.nhs.wales/patient-advice/keeping-people-well/about-public-health-in-cardiff-and-the-vale/public-health-dietetic-team/gold-standard-healthy-snack-award/). [Flying Start have a Food and Nutrition Team](https://www.flyingstartcardiff.co.uk/what-we-do/nutrition-and-dietetics-service/). * **Universities/Workplaces:** Cardiff Met’s 600 daily meals include 2 veg portions, bolstered by healthy eating/cooking workshops and [monthly farmers markets](https://www.metcaerdydd.ac.uk/about/sustainability/Documents/Section%208/Farmers%20Market%20for%20web.pdf). Food Cardiff’s Veg Cities [toolkit](https://foodcardiff.com/app/uploads/2020/08/FINAL-English-veg-workplace-toolkit_compressed.pdf) utilised by 5+ large workplaces e.g. [‘Veg on the Ledge’](https://phwwhocc.co.uk/wp-content/uploads/2021/01/Helping-Nature-to-Flourish.pdf). 19 workplaces have [Corporate Health Standard](https://phw.nhs.wales/services-and-teams/healthy-working-wales/the-corporate-health-standard/), 32 have [Small Workplace Health Award](https://phw.nhs.wales/services-and-teams/healthy-working-wales/the-small-workplace-health-award/) (see KI5A). * **Hospital:** [Food standards](https://www.youtube.com/watch?v=Brgf924nU3o) and [veg stall](http://www.thepracticeofhealth.wales.nhs.uk/news/47507) increased veg sales by 66,498pa.   C&VUHB and Cardiff Council [mapped hot food outlets](https://whiasu.publichealthnetwork.cymru/files/1415/4755/8372/Obesity_Hot_Food_Outlets_and_Planning_in_Cardiff_Briefing_Paper_Sept_2018.pdf) and keep a live register of takeaways and school proximity to inform planning decisions (supported by [SPG: Planning for Health and Wellbeing](https://www.cardiff.gov.uk/ENG/resident/Planning/Planning-Policy/Supplementary-Planning-Guidance/Documents/Planning%20for%20Health%20and%20Wellbeing%20SPG.pdf)). Food Cardiff and Cardiff Council mapped fruit and vegetable availability: [physically piloted in 4 wards](http://foodcardiff.com/app/uploads/2020/12/MSc-SFNR-Dissertation-Chris-Nottingham-855696-January-2020-3.pdf) and rolling out via desk-top method (90% complete). This evidence-base is informing the [replacement Local Development P](https://www.cardiff.gov.uk/ENG/resident/Planning/Planning-Policy/LDP-review/Pages/default.aspx)lan and helping Food Cardiff support community interventions, e.g. [Trowbridge CF3](https://www.facebook.com/trowbridgeCF3/?) (pantry, garden and mutual-aid network) in [2nd most deprived food desert in Wales.](https://www.kelloggs.co.uk/content/dam/europe/kelloggs_gb/pdf/Kelloggs_Food_Desert_Brochure.pdf) |

# Key Issue 4

# Creating a vibrant, prosperous and diverse sustainable food economy

We believe that to make good food a defining characteristic of where you live depends, ultimately, on ensuring healthy and sustainable food businesses - from producers and processors to retailers and caterers - are mainstreamed as part of a revitalised local food economy. Putting good food entrepreneurs and enterprises at the heart of local economic development and promoting them to consumers not only ensures that buying healthy and sustainable food becomes the easy choice but also creates jobs, businesses and prosperity while regenerating high streets and city centres. At bronze, we would expect to see evidence that the local authority and other key bodies recognise the role and importance of sustainable food enterprises and are actively working to support their development and success. At silver, we would expect such enterprises to have become a significant part of your local food economy and to be positively reshaping the high street and wider food environment.

**What success could look like:**

4A) Put good food enterprise at the heart of local economic development- this could include but is not limited to the following:

* Retail, tourism, planning and economic development strategies, policies and services actively support the development and long-term success of healthy and sustainable food businesses and a circular food economy.
* Protect and/or re-establish vital sustainable food infrastructure to support shorter and value-based supply chains, such as local processing and wholesale businesses, city centre and other food markets, food hubs and distribution networks.
* Support sustainable food entrepreneurs and enterprises by providing vocational training, business planning advice, grants and financial advice, and access to land and premises through special loan and lease options and business rates reductions and holidays.
* Work to improve the diversity of the retail offer by supporting more independent retail and market stalls and more value-based retail, such as Better Food Traders and the Pantry model.

4B) Promote healthy, sustainable and independent food businesses to consumers - this could include but is not limited to the following:

* Enable consumers to find local producers, shops, markets, cafes and restaurants selling healthy and sustainable food via a well-promoted, easy to use on-line directory of local good food businesses.
* Promote local good food businesses to the public using a range of communication tools, including media features and promotions, ‘restaurant weeks’, food awards and other marketing, branding and business recognition schemes.
* Promote greater consumer spending in local independent and sustainable food businesses through the introduction of local currency and loyalty schemes and via promotional campaigns.
* Provide local producers with increased opportunities to promote and sell their produce direct to consumers through on-line platforms and the creation of new regular or permanent markets, box schemes, meet-the-producer events and other initiatives.

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| **Key Issue 4: Creating a vibrant, prosperous and diverse sustainable food economy** |
| Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel. |
| 1. **Put good food enterprise at the heart of local economic development** |
| Good food enterprise is a core part of [Cardiff Council’s Food Strategy](https://cardiff.moderngov.co.uk/documents/s35885/Cabinet%2021%20November%202019%20Food%20Strategy%20App%201.pdf?LLL=0) (steering group includes economic development, strategic estates and planning). Actions include*: “develop a city centre food plan – with a focus on providing a vibrant and diverse food economy”; “revamping Cardiff market as a sustainable food market”; “increase commercial food growing in the city”; “developing a ‘sustainability mark’ for local businesses”; “mapping and promoting empty spaces for pop-up sustainable food traders and events”*. As an example of this in action, Cardiff Council’s tourism arm supports venues/events e.g. [creating single-use plastic free zone for Volvo Ocean Race](https://businessnewswales.com/cardiffs-volvo-ocean-race-to-showcase-several-innovative-projects/), [workshops](https://mailchi.mp/42e95aec5150/clean-seas-invite?e=ed8caa3fff), [promotion](https://meetcardiff.com/sustainability/). Food Cardiff joined Wales’ [Food and Drink Industry Board](https://businesswales.gov.wales/foodanddrink/food-and-drink-industry-board): influenced 2014-2020 [Action Plan](https://businesswales.gov.wales/foodanddrink/sites/foodanddrink/files/documents/Action%20Plan%20-%20English.pdf), 2018 [Food and Drink Strategy](https://businesswales.gov.wales/foodanddrink/sites/foodanddrink/files/documents/171012_fd_board_strategic_plan_eng05.pdf) and [new draft action plan](https://gov.wales/sites/default/files/consultations/2019-07/food-and-drink-consultation-document.pdf).  Food Cardiff have protected and established vital food infrastructure in the city, particularly markets. Bessemer Road Wholesale Market sources local produce wherever possible, serving 27+ retail outlets and hospitality. Food Cardiff prevented a threat to the market and Cardiff Council have continued to ensure that the market has not been lost. Council-owned [Cardiff Market](https://www.cardiffcouncilproperty.com/cardiff-market/) is a hub of sustainable food enterprises (public and wholesale), with 14 new food traders joining historic suppliers (e.g. [Ashtons Fishmongers](http://www.ashtonfishmongers.co.uk/)). Stalls are publicly advertised at [an affordable rate](https://www.walesonline.co.uk/news/wales-news/cardiff-market-stall-to-rent-18222716). [Riverside Community Market Association (RCMA)](http://www.riversidemarket.org.uk/) was established in 1998 with support from Cardiff Council. It has expanded to two more sites in the city, now welcoming 40 weekly traders collectively serving up to 2000 people. [“Fresh and Wild”](https://www.shippingcontainerstudios.co.uk/events/2020/11/23/fresh-amp-wild-farmers-market), [Grangetown World Market](https://www.facebook.com/GtownWM/) and a [Covid-friendly street food market](https://www.walesonline.co.uk/news/politics/new-covid-friendly-street-food-19129339) launched last year. Cardiff Council have allocated land, including [Cardiff Salad Garden](https://foodcardiff.com/blog/cardiff-salad-garden-an-example-of-a-sustainable-food-city-in-action/); a [pilot hydroponics unit](https://www.walesonline.co.uk/news/politics/food-grown-hydroponically-shipping-containers-19486577); temporarily [closing a main city-centre road](https://www.bbc.co.uk/news/av/uk-wales-53583018) to create a 240-seat dining space with a [Cardiff-based app](https://www.visitcardiff.com/castle-quarter-cafe/), enabling diners to order from 18 restaurants – majority independent; [permanently widening other roads for outdoor hospitality.](https://www.inyourarea.co.uk/news/work-to-adapt-four-more-shopping-areas-in-cardiff-to-help-people-stick-to-social-distancing-rules-to-begin-next-week/)  Cardiff’s sustainable food entrepreneurs can access a wide range of support:   * [Zero2Five food industry centre](https://www.cardiffmet.ac.uk/health/zero2five/Pages/default.aspx) has supported 54 businesses based or trading in Cardiff, e.g. [Made By Land](https://www.cardiffmet.ac.uk/health/zero2five/services/Pages/Made-By-Land.aspx), a milk alternative made with UK-grown oats using reusable packaging. Zero2Five offers facilities, training and knowledge-exchange e.g. [sustainable product development workshops](https://www.eventbrite.co.uk/e/innovate-for-planet-conscious-shoppers-tickets-86660071607). * [Social Business Wales](https://businesswales.gov.wales/socialbusinesswales) supports social food businesses with expertise, funding and resources and a virtual network (14 Cardiff-based members). [Menter a Busnes](https://menterabusnes.cymru/our-services/) runs programmes such as [Cywain](https://menterabusnes.cymru/cywain/en/home/) (supporting local producers) and [Port to Plate](https://menterabusnes.cymru/pip/wp-content/uploads/sites/10/2020/11/e5709-MaB-Seafood-suppliers-directory-ENG_LR.pdf) (supporting Welsh seafood). * Food Cardiff and Zero2Five supported [Simply Do](https://www.simplydo.co.uk/)’s [Feeding the City workshop](https://kingscross.impacthub.net/ftc-start-up/) in 2020. 16 participants created early-stage ideas. * 15+ new businesses launched from RCMA e.g. [Deri Reed](http://ethicalchef.co.uk/deri-reed) ([SRA Award winner 2019](https://awards.thesra.org/winners-2019/)), Mama Halla (awarded [two stars at Great Taste Award 2020](https://www.wales247.co.uk/cardiff-based-korean-sauce-company-picks-up-coveted-food-award/)) * [Oasis Cardiff](https://twitter.com/OasisCDF) has trained 30-40 refugees and asylum seekers in hospitality/catering: developing and cooking recipes for Cardiff events and launching a [pop-up takeaway café](https://www.oasiscardiff.org/Blog/refugees-are-bringing-the-cardiff-community-together) * In 2019, [Dusty’s offered monthly pop-up spaces](https://twitter.com/dustys_pizza/status/1096011811684528129) for new chefs with a slow food ethos.   Food Cardiff facilitates a [growing network of alternative retail projects](https://us8.list-manage.com/survey?u=3a3e93e1978d45530b4658953&id=4d97044967), instigated 4 new Pantries (who use local suppliers RCMA and Cardiff Salad Garden, in addition to surplus) and supported projects like [Splo-Down Food Co-op](https://splo-down.org/). |
| 1. **Promote healthy, sustainable and independent food businesses to consumers** |
| The Independent called Cardiff [‘one of the most exciting places to eat in the UK’](https://www.independent.co.uk/life-style/food-and-drink/cardiff-food-guide-best-restaurants-a8853301.html). A ‘thriving independent food scene’ ‘farmers/food markets’ and ‘lots of events’ were frequently cited in Food Cardiff’s [strategy consultation](http://foodcardiff.com/app/uploads/2021/04/City-Wide-Food-Strategy-Public-Consultation-Report.pdf). In the 12 months prior to the pandemic, 50% had attended a street food event (up from 37% in 2016), 64% of people had shopped at a farmers market (9% reported farmers market in top three sources of food purchased).  Local directories: [Big Barn](https://www.bigbarn.co.uk/local-food-map/) (15 Cardiff businesses), [Cardiff Indie Collective](https://cardiffindiecollective.co.uk/) (12 food businesses), [Cardiff’s Veg Cities map](https://www.vegcities.org/local/cardiff/), [Open Food Network](https://www.openfoodnetwork.org.uk/map), [Port to Plate seafood](https://menterabusnes.cymru/pip/wp-content/uploads/sites/10/2020/11/e5709-MaB-Seafood-suppliers-directory-ENG_LR.pdf), [#SupportLocalSupportWales](https://menterabusnes.cymru/cywain/en/our-producers/), [Discover Delicious](https://discoverdelicious.wales/producer-locations/south/), [SHOP Cardiff](https://www.forcardiff.com/shopcardiff/), [Food Innovation Wales](https://foodinnovation.wales/directory/) (which also enables businesses to redistribute surplus), Cardiff Council’s [food delivery directory](https://www.volunteercardiff.co.uk/help-from-others/?_sft_post_tag=food-delivery) (includes local businesses and community food support) and [RCMA online directory](https://static1.squarespace.com/static/572f356059827eeb6e3eca71/t/5ebebba05c6a22564d9003d5/1589558224138/Market+directory-14.pdf) (accessed by 5000 people). Hungry City Hippy blog includes [high-welfare meat directory](https://www.hungrycityhippy.co.uk/2017/04/18/where-to-find-high-welfare-meat-on-the-menu-in-cardiff/), [local veg box schemes](https://www.hungrycityhippy.co.uk/2021/01/30/veg-box-delivery-schemes-available-in-cardiff/).  Further promotions include [Cardiff Life Magazine](http://www.mediaclash.co.uk/magazines/local-magazines/cardiff-life/) and [Awards](https://www.cardifflifeawards.co.uk/2020-winners/) (Food Cardiff member Wild Thing won 2020 best new business); [Healthy Options Award](https://www.srs.wales/en/Environmental-Health/Food-Hygiene-Standards/Healthy-Options-Award.aspx) (73 accredited caterers can use the logo); [#GoodFoodCardiff.](https://drive.google.com/open?id=1bN7wM8AoMLYeXxF_NptmlEFkKHzmVybM) FOR Cardiff’s annual [City of Arcades Day](http://thecityofarcades.com/city-of-arcades-day/) encourages people to visit over 80 independent businesses (e.g. [Wally’s](https://www.wallysdeli.co.uk/about-us/), Food Cardiff Strategy Board member [Waterloo Tea](https://thecityofarcades.com/story/waterloo-tea/), [Garlands Coffee](https://thecityofarcades.com/story/garlands-coffee/)) - 63% of businesses saw sales increase. Waterloo Tea co-founded the [Welsh Independent Restaurant Collective](https://www.crowdfunder.co.uk/eat-independent-support-welsh-producers) (WIRC) to advocate for the sector during Covid-19 (20+ engaged Cardiff members who use window sticker, digital media pack. Food Cardiff promoted WIRC [“eat independent, support local”](https://foodcardiff.com/blog/eat-out-to-help-out-in-wales-food-drink-businesses-campaign-for-public-to-eat-independent-support-local/))  Events, festivals and tours drive public engagement and connect people to producers:   * [BITE Festival](https://www.hungrycityhippy.co.uk/2018/07/10/everything-need-know-bite-food-festival-insole-court/) (10,000 attendees) brings together local chefs and producers (including Food Cardiff members) offering £3 sustainable dishes, focusing on provenance and limiting single-use plastics. * [St Fagan’s Food Festival joined forces with Veg Cities](https://www.vegcities.org/news/sep19_veg_cities_cardiff/) in 2019, with over 80 stalls for 25,000 people to sample and buy local produce, street food and enjoy veg-packed cooking demos/tasters. In 2020, Food Cardiff helped the festival transform into a [digital celebration](https://museum.wales/whatson/food-festival-2020/programme/) (50,866 people engaged), with a [virtual market](https://www.facebook.com/groups/291068358848494), producer spotlights, cooking demonstrations and panels. * Cardiff International Food and Drink Festival (60,000 attendees) showcases local businesses (+launched [online directory](https://www.cardifffoodanddrinkfestival.com/producers) and [recipe inspiration](https://www.cardifffoodanddrinkfestival.com/recipes) in 2020) * Food Cardiff and Loving Welsh Food developed a Cardiff “[Green Food Tour](https://lovingwelshfood.uk/green-food-tour/)”.   To increase local spending, [FOR Cardiff’s Gift Card](https://www.cardiffgiftcard.com/) can be spent in 27 city centre food businesses: [£30,900 of gift cards have been issued since 2016.](https://www.forcardiff.com/wp-content/uploads/2021/01/BID2-Consultation-Document-Final.pdf) [Cardiff Indie Collective](https://cardiffindiecollective.co.uk/) have loyalty and gift card schemes. Cardiff’s [IndieEats](https://www.indieeats.co.uk/pages/whyindie) an independent food delivery service (offering a fairer pricing and wage structure).  People in Cardiff have many options to buy good food direct from producers/hubs e.g. [Pettigrew Bakeries](https://www.pettigrew-bakeries.co.uk/) (sell own produce and act as hub); [Welsh Food Box](https://www.welshfoodboxcompany.com/) company; [Coed Organics](http://coedorganic.co.uk/buyourveg.html) (direct delivery and collect from 4 hubs in the city); [Blaencamel](https://www.facebook.com/Blaencamel/) veg boxes (plus local add-ons e.g. from Cardiff bakeries and coffee roasters); [Cardiff Salad Garden](http://cardiffsaladgarden.co.uk/salad-deliveries/4593804364) (delivered by bike); [Penylan Pantry](https://penylanpantry.com/); [Boxini](https://boxini.co.uk/pages/about-us) (one-stop shop for local supplies); [Splo-Down Co-op](https://splo-down.org/). RCMA have been host to 150 different food traders (all with a local, fresh and sustainable ethos). |

# Key Issue 5

# Transforming catering and procurement and revitalizing local and sustainable food supply chains

We believe that catering and procurement provide a uniquely powerful lever for promoting good food. By transforming catering across a wide range of settings - including nurseries, schools, colleges, hospitals, care homes, workplace canteens and smaller scale catering outlets - it is possible not only to improve the eating habits of many thousands of people but also to create the large scale demand for healthy, sustainable and local food needed to underpin a fundamental shift in the food production and supply system. At bronze we would expect to see examples of sustainable food procurement policy and accredited practice in a range of institutions. At silver we would expect to see healthy and sustainable food catering becoming the norm across a full range of institutions, supported by strong local authority leadership as well as significant changes to how the procurement supply chain operates, so that it is more accessible to local, sustainable, independent and smaller scale producers and other food businesses.

**What success could look like:**

5A) Change policy and practice to put good food on people’s plates - this could include but is not limited to the following:

* The Council develops and formally adopts a Sustainable Food Procurement policy and strategy that promotes healthy and planet friendly diets and incorporates specific commitments to source sustainable, local and ethical products.
* Individual public sector bodies adopt healthy and sustainable food policies, including nutrition standards; healthy catering and vending; ‘tap water only; local, organic and other climate/nature friendly produce; responsibly caught/farmed fish; less but better meat and ethical standards such as Fairtrade.
* Public sector organisations and large private caterers achieve recognised healthy, sustainable and ethical food accreditation, such as Food for Life Served Here, Marine Stewardship Council and Compassion in World Farming awards.
* Restaurants and other small-scale catering outlets improve their food offering as part of national accreditation schemes such as Food for Life Served Here and the Sustainable Restaurants Association or through local schemes such as the Healthy Catering Commitment and Bristol Eating Better.

5B) Improving connections and collaboration across the local supply chain- this could include but is not limited to the following:

* Establish a local cross-sector sustainable food procurement group or equivalent forum to bring together procurement officers, caterers, suppliers and other decision-makers to drive, track and promote better catering and procurement policy and practice.
* Enable procurement officers and catering businesses to source more of their ingredients from local and sustainable producers and processors, for example via local supplier directories and through meet the supplier events.
* Enable small scale local producers and other sustainable food businesses to better access large scale procurement markets, for example through the introduction of dynamic food procurement and facilitated cooperative supply initiatives.
* Work with procurement and supply stakeholders over a larger geographic region to develop a more strategic approach, including taking advantage of opportunities for greater aggregation and integration of local producers.

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| **Key Issue 5: Transforming catering and procurement and revitalizing local and sustainable food supply chains** |
| Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel. |
| 1. **Change policy and practice to put good food on people’s plates** |
| [Move More, Eat Well](https://movemoreeatwell.co.uk/wp-content/uploads/2020/07/Move-more-eat-well-plan_Jan-2020_FINAL2-3.pdf) (adopted by the Public Service Board) aims to increase healthy and sustainable food procurement policies in Cardiff:   * **Cardiff Council:** [Food Strategy](https://cardiff.moderngov.co.uk/documents/s35885/Cabinet%2021%20November%202019%20Food%20Strategy%20App%201.pdf?LLL=0) and Sustainable Food Framework outlines sustainable and healthy food standards for all council operations (canteens, venues, schools, vending, meals-on-wheels). Supported by wider [procurement strategy](https://www.cardiff.gov.uk/ENG/Business/Tenders-commissioning-and-procurement/Policies-procedures-and-guidance/Documents/Procurement%20Strategy%202017%20FINAL%20ENGLISH.pdf) and [Socially Responsible Procurement Policy](https://www.cardiff.gov.uk/ENG/Business/Tenders-commissioning-and-procurement/social-responsibility/Documents/01SOCIALLY%20RESPONSIBLE%20PROCUREMENT%20POLICY%20Eng%2017.4.2018.pdf). * **Universities:** comprehensive food policies (commitments to organic, free-range, Fairtrade, local) covering 50,000 Cardiff-based students and staff across Cardiff University ([sustainable food](https://www.cardiff.ac.uk/__data/assets/pdf_file/0016/203218/Sustainable_Food_Policy.pdf), [nutrition](https://www.cardiff.ac.uk/__data/assets/pdf_file/0011/203231/Nutrition_Policy.pdf)), [University of South Wales](https://cateringservices.southwales.ac.uk/university-sustainability-policy/sustainable-catering/) and [Cardiff Metropolitan University](https://www.cardiffmet.ac.uk/about/sustainability/Pages/Sustainable-Food.aspx). [People and Planet League](https://peopleandplanet.org/university-league) 2019: Cardiff Met scored 85% for sustainable food, Cardiff Uni 70%. 43 departments in Cardiff University achieved [Green Impact Awards](https://www.cardiff.ac.uk/about/our-profile/who-we-are/sustainability/campus) (including food criteria based on [Food For Life](https://www.foodforlife.org.uk/catering/food-for-life-served-here/further-and-higher-education/nus-green-impact-partnership)) * **Hospital:** [C&VUHB Hospital Restaurants and Retail Food Standards](https://www.youtube.com/watch?v=Brgf924nU3o) has transformed catering. Minimum standard of 75% healthy products, freshly prepared food serving 50,000+ meals annually. Regularly audited and currently conducting [Food For Life](https://foodforlife.org.uk/~/media/files/fflsh%20and%20gks/fflsh%20resources/fflsh-hospital-staff-and-visitor-points-calculator-2018.xlsm) gap analysis.   Recognised healthy and sustainable food accreditations in Cardiff include:   * **Marine Stewardship Council:** 8 organisations signed Food Cardiff’s Sustainable Fish Cities pledge, making Cardiff a [3 star city](https://www.sustainweb.org/sustainablefishcity/cardiff/). [Cardiff Council was one of the first authorities to achieve school meal MSC Certification](https://www.msc.org/en-us/media-center/news-media/cardiff-schools-hold-sustainable-seafood-celebration) (120 schools) and continue to [promote](https://www.cardiff.gov.uk/ENG/resident/Schools-and-learning/Schools/School-Catering-Services/Documents/Primary_Menu_English.pdf). [5,000,000 sustainably-sourced fish meals are served in Cardiff annually](https://www.theguardian.com/cities/2015/mar/16/cardiff-worlds-first-sustainable-fish-city) plus [850,000 across NHS Wales](https://www.sustainweb.org/news/mar15_endangered_fish_removed_from_hospital_food_in_wales/). * **Veg Cities:** 42 actions pledged, serving 100,000+ additional veg portions annually (also increasing local, seasonal) * **Sustainable Restaurant Association:** [Cardiff Metropolitan University](http://www.cardiffmet.ac.uk/about/sustainability/Pages/Sustainable-Food.aspx) 3\* Food Made Good rating, [Award finalist 2018](https://awards.thesra.org/awards/winners-2018/) * **Fairtrade City:** World’s first Fairtrade Capital City in 2004, continuing with [city-wide events](https://jomec.co.uk/thecardiffian/2020/02/28/fairtrade-fortnight-whats-on-and-why-should-we-care/), [8 Fairtrade schools](https://schools.fairtrade.org.uk/fairtrade-schools-awards/fairtrade-school-directory/#page-1), [61 outlets in directory](https://www.fairtradecardiff.co.uk/outlets/) * **Good Egg Award:** [Cardiff Council](https://www.compassioninfoodbusiness.com/award-winners/public-sector/cardiff-city-council/) (also Good Chicken), [Cardiff University](https://www.compassioninfoodbusiness.com/award-winners/public-sector/cardiff-university/), [National Assembly for Wales](https://www.compassioninfoodbusiness.com/award-winners/public-sector/national-assembly-for-wales/)   There are also a number of Welsh-specific accreditations (which does mean less take-up of other UK schemes such as Food For Life). Many have a stronger health focus, but incorporate environmental/ethical elements:   * **Schools:** 90%+ of [Cardiff Healthy Schools scheme](https://www.childfriendlycardiff.co.uk/schools/welsh-network-of-healthy-school-schemes-cardiff-healthy-schools-team/). Food and Fitness is an integral section (minimum nutrition standards, drinking water, environmental schemes e.g. Fairtrade). 20 schools completed [National Quality Award criteria](http://www.wales.nhs.uk/sitesplus/documents/888/WEB%2026732%20English%20pages.pdf) for Food and Fitness. * **Childcare Settings:** [Healthy and Sustainable Pre-Schools scheme](https://www.childfriendlycardiff.co.uk/schools/cardiff-healthy-and-sustainable-pre-school-scheme-chasps/) includes [criteria](http://www.wales.nhs.uk/sitesplus/documents/888/HSPSS-Doc%28E%29.pdf) for serving healthy food, increasing local, seasonal, reducing food waste and growing food on site. 38 settings on scheme, 20 completed Nutrition and Oral Health topic accreditation. 51 also have [Gold Standard Snack Award](https://cavuhb.nhs.wales/patient-advice/keeping-people-well/about-public-health-in-cardiff-and-the-vale/public-health-dietetic-team/gold-standard-healthy-snack-award/). Settings follow [Welsh Government nutrition guidance](https://gov.wales/sites/default/files/publications/2019-03/190313-nutrition-guidance-complete.pdf) (includes 1+ meat-free days, tap-water only, responsible fish, unprocessed foods). * [**The Corporate Health Standard**](http://www.healthyworkingwales.wales.nhs.uk/corporate-health-standard) **(CHS)** [food standards](http://www.healthyworkingwales.wales.nhs.uk/sitesplus/documents/1130/Corporate%20Health%20Standard%20Healthier%20Food%20Criteria%20Annex%20-%20English%20Language.pdf) include high nutrition standards, reducing meat, offering drinking water. 2 organisations are accredited Gold, 5 (including Cardiff Council) are Silver, 12 Bronze. C&VUHB is platinum.   Smaller outlets also demonstrate high-standard food offering. 4 cafes (e.g. [Penylan Pantry](https://www.walesonline.co.uk/whats-on/food-drink-news/cardiff-cafes-sustainability-more-important-16475439)) have the prestigious [Green Key Award](https://static1.squarespace.com/static/55371f97e4b0fce8c1ee4c69/t/5eff0f90fc1b3c3e29309e30/1593773978545/Green+Key+restaurant+criteria+explanatory+notes+2016-2021-revision2018.pdf) (strict criteria on increasing organic, Fairtrade, local, high-welfare, vegetarian). [Dusty’s](https://www.dustyspizza.co.uk/blog/welsh-diners-want-more-sustainable-dishes-say-the-sra) won People’s Favourite at the [2018 SRA Awards.](https://awards.thesra.org/awards/winners-2018/) 32 workplaces awarded [Small Workplace Health Award](https://phw.nhs.wales/services-and-teams/healthy-working-wales/the-small-workplace-health-award/), requiring healthy business lunches and vending. Since 2013, 73 small caterers in restaurants, workplaces, colleges etc. achieved [Healthy Options Awards](https://scanmail.trustwave.com/?c=261&d=qoL44GvmwIvonMm4BbvPbmNmb0m_lqKK10h3K2nZcA&u=https%3a%2f%2fwww%2esrs%2ewales%2fen%2fEnvironmental-Health%2fFood-Hygiene-Standards%2fHealthy-Options-Award%2easpx) (28 Gold, 32 Silver, 13 Bronze). |
| 1. **Improving connections and collaboration across the local supply chain** |
| It is important to highlight the challenging National context in which Food Cardiff has been operating with respect to public procurement. Welsh Government formed a National Procurement Service (NPS) in 2013, meaning public procurement frameworks for food came under national control. By 2017, the vast majority of public sector procurement spend went through the NPS which enabled regional collaboration, but limited scope for action at a city-level. Cardiff Council and other public sector bodies became part of the NPS Food Category Group which attempted to shape the future of sustainable food procurement across Wales, and with some success, e.g. Sustainable Fish Cities. Food Cardiff secured commitments for 5,000,000 Cardiff sustainable fish meals annually, 850,000 meals across the NHS in Wales and a commitment from the Minister for Food, Environment and Rural Affairs to ensure Sustainable Fish was written into the NPS frameworks. However, the [NPS review in 2017](http://www.seneddtest.assembly.wales/documents/s69587/PAC5-32-17%20P5%20-%20AGW%20Report%20-%20NPS.pdf) concluded that there were many weaknesses in the system, including concerns about the ability to support local suppliers. Between 2018-2020 the process of moving public procurement to a more regional approach took place, with Cardiff now coming under the South East Wales group.  During this period of flux Food Cardiff has been investing its energies in developing a sustainable food procurement toolkit, which encompasses a shared set of healthy and sustainable food purchasing principles – based on the Food Strategy goals - and a practical guide for using Dynamic Purchasing Systems. This work is being overseen by our new cross-sector procurement group including: Cardiff Council, C&VUHB, universities, Wales Independent Restaurant Collective and local suppliers. It will link with the South East Wales public sector procurement group to co-ordinate implementation at a local and regional level. [Read more here.](https://foodcardiff.com/blog/introducing-food-cardiffs-new-groups/)  This will integrate the good practice seen from organisations not limited by the NPS, for example:   * Cardiff’s 3 universities work together to run joint tenders, increasing sustainable and local sourcing (e.g. meat from a family butcher in Gower). 60% of Cardiff Met suppliers are within 40 miles of the university. * Cardiff Market, RCMA, Bessemar Road Wholesale act as hubs for Cardiff’s restaurants and cafes to better access local suppliers. New local producers have established as a result of the demand from businesses (see KI4). [Cardiff Salad Garden sells 15kg Cardiff-grown salad per week to local businesses](https://www.walesonline.co.uk/whats-on/food-drink-news/secret-city-salad-garden-supplying-14931864). Amano Growers set up in 2020 and have been overwhelmed by the support from Cardiff businesses – already supplying 8 Cardiff businesses and are looking to establish a new Cardiff Market Garden as a result. * Food Cardiff member Howel Food Consultancy supports Cardiff business/venues to increase local sourcing (*note these are pre-Covid*): Wales Millennium Centre [Meet the Producer events](https://www.howelfood.co.uk/what-we-do/food-consultancy/), which led to The Centre sourcing 80% of its supply of food from Welsh companies, many within a 50 mile radius of Cardiff. Amgueddfa Cymru food strategy and local food training – increasing local produce and dishes e.g. Faggots and Peas, Anglesey Egg. Meet in Cardiff tourism members workshop and bespoke local food and drink supplier directory (in partnership with Food Cardiff). |

**Key Issue 6**

**Tackling the climate and nature emergency through sustainable food & farming and an end to** **food waste**

We believe that tackling the climate and nature emergency is the single greatest challenge of our time and will require a radical shift in our food and farming system towards agroecological production, sustainable diets and an end to food waste. By changing what we, as individuals and institutions, choose to eat, we can transform what, how and where food is produced and thus help to minimise any negative impacts on climate and biodiversity. At the same time, by tackling the tragedy of food waste, we can balance the need to feed a growing global population while remaining within planetary boundaries. At bronze, we would expect to see significant action on promoting and supporting sustainable food production and consumption, improving resource efficiency throughout the food chain and tackling food and food-related waste. At silver, we would expect to see an effective strategic and systemic response to the negative climate and nature impacts of the local food system.

**What success could look like:**

6A) Promote sustainable food production and consumption and resource efficiency- this could include but is not limited to the following:

* Declare a climate and nature emergency and work with public sector institutions, businesses and citizens to deliver a joint strategy to drastically reduce the climate and nature impact of your local food system, as outlined in the ‘Every Mouthful Counts’ Declaration and Guide.
* Develop and deliver a land use and management strategy that protects, enhances and makes available all Grade 1 and 2 urban and peri-urban land for both community growing and commercial sustainable agriculture.
* Provide farmers, growers and land managers with training, advice and support on how to adopt agroecological production and management techniques and food businesses with support to improve resource efficiency and sustainability across all aspects of their business.
* Deliver city-wide campaigns to promote a mainstream shift to sustainable food - including fresh, unprocessed, seasonal, local, organic, less and better meat and dairy, high animal welfare, Fairtrade, Sustainable Fish Cities and the Real Bread Campaign.

6B) Reduce, redirect and recycle food, packaging and related waste- this could include but is not limited to the following:

* Ensure the Food Waste Hierarchy is incorporated into and shapes an integrated city-wide food waste policy and strategy that minimises food and packaging waste, eliminates food waste from landfill and ensures surplus food and food waste are diverted to the most appropriate purposes.
* Establish a food waste collection scheme for homes and businesses that redirects food and food-related waste for composting, energy recovery (AD) or animal feed (where permitted); and promote community composting through the provision of resources and sites for communities to use.
* Raise public, business and institutional awareness of food waste and encourage them to measure and reduce it via campaigns and events such as Love Food Hate Waste, Feeding the 5000, The Pig Idea, Disco Soup, No Loaf Lost, Your Business is Food and Guardians of Grub.
* Ensure the effective collection of consumable surplus food from all stages in the supply chain, from farms to retail, and redistribute it to organisations feeding people in need while working to raise the nutritional standards of the food aid being offered.

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| **Key Issue 6: Tackling the climate and nature emergency through sustainable food and farming and an end to food waste** |
| Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel. |
| 1. **Promote sustainable food production and consumption and resource efficiency** |
| In 2019 Cardiff Council declared a climate emergency, building on a strong existing foundation of policy/action since the [2005 Reducing Cardiff’s Ecological Footprint report](https://wwf.panda.org/?204469/Cardiff-ecological-footprint). Cardiff Council is now working with 61 businesses/organisations, ~1000 adults and 875 [young people](https://www.cardiffsciencefestival.co.uk/en/events/oneplanetcardiff) to develop the new [One Planet Cardiff (OPC) Strategy](https://www.oneplanetcardiff.co.uk/wp-content/uploads/OPC%20vision%20document%202020%20ENGLISH.pdf). It is one of very few local authority climate plans which include policies/actions to tackle food emissions at the scale needed. Implementation is already underway: [£1.5 million allocated to OPC in 2021-22 budget](https://www.cardiffnewsroom.co.uk/releases/c25/26023.html). The [Well-being Plan 2018-23](https://www.cardiffpartnership.co.uk/wp-content/uploads/2020/08/Well-being-Plan-2018-23-Eng.pdf) also sets out how Cardiff’s public services will jointly deliver Wales’ [Well-being of Future Generations Act](https://www.futuregenerations.wales/about-us/future-generations-act/), including a commitment to Food Cardiff. [Cardiff University has also declared a Climate Emergency](https://www.cardiff.ac.uk/news/view/1730638-cardiff-university-declares-climate-emergency).  Cardiff’s [2006-26 Local Development Plan (LDP)](https://www.cardiff.gov.uk/ENG/resident/Planning/Local-Development-Plan/Pages/default.aspx) is [reviewed every 4 years.](https://planningaidwales.org.uk/about-planning/local-development-plans/) The latest (2016) LDP includes commitments to protect *“growing spaces including allotments, community orchards and larger gardens”* and includes requirements for growing spaces in new developments, supported by Supplementary Planning Guidance: [Planning for Health and Well-being](https://www.cardiff.gov.uk/ENG/resident/Planning/Planning-Policy/Supplementary-Planning-Guidance/Documents/Planning%20for%20Health%20and%20Wellbeing%20SPG.pdf), [Green Infrastructure.](https://cardiff.moderngov.co.uk/documents/s18690/Item%209%20App%201%20SPG%20Green%20Infrastructure.pdf) Cardiff Council [extended ‘one-cut’ mowing](https://www.cardiffnewsroom.co.uk/releases/c25/26129.html?utm_source=Twitter&utm_medium=social&utm_campaign=Orlo&utm_content=One+Planet+2020) to boost pollinators in 87+ hectares. 14 council green spaces have a [Green Flag Award](https://www.keepwalestidy.cymru/Pages/Category/greenflag) which includes criteria to reduce pesticides, include climate change adaptation and encourage food growing (e.g. Forest Farm has [70 tree orchard](https://forestfarm.org.uk/visit/the-orchard/) and [foraging tours](https://www.outdoorcardiff.com/events/foods-of-the-forest-6/)). Cardiff Council leased [Cardiff Salad Garden](https://foodcardiff.com/blog/cardiff-salad-garden-an-example-of-a-sustainable-food-city-in-action/) land to grow agroeologically alongside Bute Park Nurseries, who’ve grown 20,000 vegetable plants for Food Cardiff members. The Replacement LDP will launch in May 2021, which alongside Cardiff Council’s new food growing plan, will further increase the amount of local food grown at all scales.  Land managers, farmers and growers based in and supplying Cardiff are supported to adopt agroecological practices:  Global Gardens ran [permaculture design course with Shift Bristol](https://www.globalgardensproject.co.uk/single-post/2020/08/05/online-pdc-with-shift-bristol) (40 attendees), [Grow-your-own through the year](https://www.globalgardensproject.co.uk/single-post/2020/02/23/grow-your-own-1) (12 attendees), one-day courses including: [Salad growing](https://www.globalgardensproject.co.uk/single-post/2018/10/28/salad-growing-with-sophie), [Permaculture](https://www.globalgardensproject.co.uk/single-post/2018/07/22/introduction-to-permaculture) intro, [Forest gardening,](https://www.globalgardensproject.co.uk/single-post/2019/05/25/forest-gardening-workshop) [Permaculture suppers](https://www.globalgardensproject.co.uk/single-post/2019/05/05/permaculture-potluck) and screenings, [CSA trips](https://www.globalgardensproject.co.uk/single-post/2019/05/22/cae-tan-trip). Global Gardens’ new Climate Action 2021 programme is offering 10 climate action workshops (5 [garden](https://www.globalgardensproject.co.uk/single-post/climate-action-in-the-garden), 5 [kitchen](https://www.globalgardensproject.co.uk/single-post/climate-action-in-the-kitchen-fungi)). RCMA developed their own [community allotment](https://nodighome.com/2016/05/21/riverside-community-garden-cardiff/) and market garden, [making Cardiff the first city in Wales to establish a traditional market garden for urban food.](https://www.theguardian.com/cardiff/2010/jul/22/cardiff-riverside-market-garden-local-food-source) Riverside Market Garden, now [Coed Organic](http://coedorganic.co.uk/), is a certified organic CSA and continues to supply RCMA. Edible Cardiff member Stephen Watts runs [Ediculture courses](http://ediculture.org/), training 30 growers in/around Cardiff per year. Food Cardiff works with Tyfu Cymru who supports 430+ Welsh growers, delivered 500+ training days (e.g. [no-dig methods](https://www.tyfucymru.co.uk/home/knowledge-hub/webinars-videos/tyfu-cymru-and-charles-dowding-webinar-part-1-no-dig-methods-and-advantages-for-intensive-cropping/)), engages with 1000+ Welsh professionals. Though it’s hard to disaggregate the Cardiff-specific element, 48 of the edible producers are based in the [Cardiff Capital Region](https://www.cardiffcapitalregion.wales/), and many e.g. [Paul’s Organic Veg](https://paulsorganicveg.com/) supply Cardiff.  The [Cardiff Food Charter](https://foodcardiff.com/app/uploads/2014/07/Cardiff-Food-Charter-English.pdf) and [Fair Food Pledge](https://foodcardiff.com/app/uploads/2014/07/Fair-Food-Pledge2.pdf) launched city-wide sustainable consumption campaigns, notably [Fish Cities](https://www.theguardian.com/cities/2015/mar/16/cardiff-worlds-first-sustainable-fish-city). [Veg Cities](https://www.vegcities.org/local/cardiff/) encourages seasonal choices and meat-free options (e.g. pledges running vegetarian cooking competitions). Food Cardiff members regularly promote campaigns e.g. [Organic September](https://www.hungrycityhippy.co.uk/2020/09/01/18-easy-ways-to-support-organic-september/), [Fairtrade Cardiff](https://www.fairtradecardiff.co.uk/), [Real Bread Campaign](https://www.sustainweb.org/realbread/map/?postcode=cardiff). The Good Food Strategy 2021-24 will go much further, aiming to fully shift consumption patterns in the city. |
| 1. **Reduce, redirect and recycle food, packaging and related waste** |
| The Food Waste Hierarchy is embedded in Cardiff Council’s [Recycling Waste Management Strategy 2018-21](https://cardiff.moderngov.co.uk/documents/s21769/Appendix%201.pdf), [One Planet Cardiff](https://www.oneplanetcardiff.co.uk/wp-content/uploads/OPC%20vision%20document%202020%20ENGLISH.pdf), and [Food Strategy](https://cardiff.moderngov.co.uk/documents/s35885/Cabinet%2021%20November%202019%20Food%20Strategy%20App%201.pdf?LLL=0). [Cardiff is Britain’s leading recycling city:](https://www.cardiffnewsroom.co.uk/releases/c25/24941.html) household recycling increased from 4% to 58% since 2001. Cardiff Council collects household and commercial food waste, processed through Organic Waste Treatment ([developed by Cardiff and Vale councils](https://www.cardiff.gov.uk/ENG/Your-Council/Strategies-plans-and-policies/Cardiff-Organic-Waste-Treatment-Project/Pages/default.aspx)), producing sustainable fertilisers for local agriculture. ~[17,000 tonnes of Cardiff’s food waste is composted](https://statswales.gov.wales/Catalogue/Environment-and-Countryside/Waste-Management/Local-Authority-Municipal-Waste) this way (25% increase since 2015), nothing sent to landfill.  In Food Cardiff’s [strategy consultation](https://foodcardiff.com/app/uploads/2021/04/City-Wide-Food-Strategy-Public-Consultation-Report.pdf): “reduction in food waste” was the most supported outcome (99% support). 79% of people were ‘fairly’ or ‘very’ confident in preventing food waste in 2021 (72% in 2020), reflecting the breadth and volume of activities:  Cardiff was part of 2014-16 [Love Food Hate Waste (LFHW) “10 Cities”](https://www.youtube.com/watch?v=zZDENb9Is6c):   * Launch was attended by thousands of people: 600 pledged to [#DoOneThingDifferently](https://twitter.com/WalesRecycles/status/509986968194019328). * Food Cardiff members Green Squirrel and Lia’s Kitchen ran 5 [roadshows](https://www.youtube.com/watch?v=CT3C-HCuGoU) (840 people), 2 [cook-ups](https://www.greencityevents.co.uk/case-studies/love-food-hate-waste-cook-ups/) (40 people) and 4 school [food waste lunch clubs](https://www.greencityevents.co.uk/case-studies/love-food-hate-waste-lunch-club/). * Pentrebane Zone ran 22 family cooking sessions, 3 budget cooking courses and 15 meal-planning drop-ins, reaching 157 people directly, and thousands online. Later the Zone [set up a community composting facility.](https://www.ridan.co.uk/news/community-food-waste-composting-in-the-zone/)   Green Squirrel and Lia’s Kitchen then developed the ‘Wasteless’ food movement, hosting 3 [Wasteless Suppers](https://liaskitchen.com/2018/04/15/wastelessdiaries2/) in 2017-2018 (16 chefs and 15 volunteers, preserving, pickling and serving 261kg food to 155 guests). In 2019-20, Green Squirrel hosted 29 public workshops/events, reaching 1130 people e.g. [Wasteless Kitchen](https://green-city-events.eventcube.io/events/15148/wasteless-kitchen), [Compost, Wormeries](https://green-city-events.eventcube.io/events/18339/compost-and-wormeries-compost-ac-abwydfeydd), [Wasteless Garden](https://green-city-events.eventcube.io/events/18322/wasteless-garden-gardd-ddiwastraff). 97% participants reported the events helped reduce environmental footprint. LFHW has reached 555 community leaders through NSFL.  The Wasteless movement also continues through [podcasts](https://www.hungrycityhippy.co.uk/2018/05/10/introducing-hank-podcast-cardiff-food-lovers/), [blogs](https://blogs.cardiff.ac.uk/alumni/2020/07/31/love-food-hate-waste-eating-ethically-and-the-impact-of-lockdown/), [world cafes](https://liaskitchen.com/2019/05/26/world-cafe-5-roots-nomads-friends-and-good-food/), [videos](https://liaskitchen.com/videos/), social media campaigns and more events: [Wales Millennium Centre banquets](https://www.wmc.org.uk/en/what-we-do/news-and-features/working-with-our-community), Global Gardens [creative and frugal in the kitchen](https://www.globalgardensproject.co.uk/single-post/2019/08/02/creative-frugal-in-the-kitchen), Wild Thing [Community Suppers](https://www.wildthingcardiff.com/slow-sundays), [Day of the Soup](https://twitter.com/thedayofthesoup), Amgueddfa Cymru [LFHW talks](https://museum.wales/whatson/digital/11225/Love-Food-Hate-Waste-/).  Cardiff Council, Fareshare Cymru and Food Cardiff are all [Courtauld 2025 signatories](https://wrap.org.uk/taking-action/food-drink/initiatives/courtauld-commitment-2025) along with large suppliers Castell Howell and Puffin Produce. Cardiff Council’s new school-meal cashless system shifts to pre-ordered food, preventing significant waste (figures tbc following Covid). Food Cardiff [member Penylan Pantry took part in “Your Business is Food-Don’t Throw it Away”](https://wrap.org.uk/resources/campaign-assets/your-business-food-case-study-penylan-pantry), the forerunner of Guardians of Grub. There are 4 zero-waste shops in Cardiff and businesses like [Flawsome](https://flawsomedrinks.com/) save surplus food. Cardiff Metropolitan University was a [Green Gown Award finalist](https://www.sustainabilityexchange.ac.uk/green_gown_awards_2020_cardiff_metropolitan_uni1): saving 22,704 cups by switching to re-usables and recycling 17,313 single-use cups since 2019.  Food Cardiff has been instrumental in increasing use of surplus food, whilst maximising choice, dignity and nutrition. Food Cardiff’s Poverty Group [launched Wales’ first Your Local Pantry in 2019](https://foodcardiff.com/blog/a-new-approach-to-affordable-food-in-cardiff/) and subsequently supported the establishment of 3 more pantries, [2 FOOD Clubs](https://www.family-action.org.uk/what-we-do/children-families/food-club/), [3 community fridges](https://c3sc.org.uk/community-fridges-2021/) and a [collaborative meal delivery service](https://foodcardiff.com/blog/food-cardiff-and-unicef-uk-join-forces-to-help-support-families-in-cardiff/). Food Cardiff’s [community food retail network](https://us8.list-manage.com/survey?u=3a3e93e1978d45530b4658953&id=4d97044967) connects projects and partners (e.g. dietitians, Cardiff Business School, Fareshare Cymru) to share best practice, resources and training ([intro workshops](https://www.youtube.com/playlist?list=PLcZdGAAVgA66yh5Tpcf_WafzH4-pji4qY), [NSFL](https://cavuhb.nhs.wales/patient-advice/keeping-people-well/about-public-health-in-cardiff-and-the-vale/public-health-dietetic-team/nutrition-skills-for-life/), Food Hygiene). In 2020-21, Fareshare Cymru redistributed 327t of food to 47 Cardiff projects, serving 778,571 meals. Food Cardiff has a [produce share directory](https://sharelocal.wales/category/produce-share/). |