

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

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.

Scoring system

Details on the scoring system for the awards are provided below. The award aims to recognise what has been achieved (i.e. the impact) rather than how it has been achieved, though we obviously want to recognise and celebrate pioneering and particularly effective and large-scale action. Therefore, rather than being completely prescriptive and requiring specific action to be undertaken for a specified number of points, the awards are structured to be flexible and to cater to a wide range of potential actions under each of the six key issues.

Under each of the six key issues detailed in this document you will find a brief explanation of why we believe that issue is important and what overall level of achievement is needed to achieve bronze and silver. Each key issue is then divided into two action areas (A and B), with a series of bullet points detailing a range of actions that could be undertaken to help to drive effective change in that area. A small number of bulleted actions are mandatory for achieving an award, but the remainder are simply a collation of actions we know have commonly been undertaken - and to positive effect - across the Network.

For each key issue there are a total of 16 points available, 8 for each of the two action areas (A and B). The awards panel will allocate points based on their overall sense of action and achievement under each action area, not on the individual bullet points (except where these are mandatory).

***For bronze you must score at least 36 points, and at silver at least 72 points, out of the 96 total points available across the six key issues.***

As circumstances, challenges and opportunities differ between places, we have introduced a degree of flexibility into the scoring system through which applicants’ strengths in some areas can offset weaknesses in others. We do, however, require a minimum amount of action under each key issue and each action area (A and B) to ensure awards winners are taking a whole food system approach:

* ***For bronze you must score a minimum of 4 points under each key issue and a minimum of 2 points under each action area (A and B).***
* ***For silver you must score a minimum of 8 points under each key issue and a minimum of 4 points under each action area (A and B).***

***The remainder of the points needed to reach the total bronze or silver point requirements must be made up from additional activity and achievement under other key issues. This flexible scoring approach is Illustrated in the tables on the next page.***

Due to the huge breadth and depth of potentially relevant action as well as the need to consider the scale and circumstances of the place applying before being able to decide how many points are merited, we cannot provide precise guidance on how may points you will score for a particular action. For all levels of the award, however, there is a facilitated and iterative application process through which we give feedback to applicants on how many points the action and outcomes they intend to cite are likely to score. This iterative process ensures applicants do not waste lots of time on producing a very detailed final application when it may be evident early on that they are unlikely to achieve the number of points required.

***It is also worth noting that while the format of the awards has recently changed, the overall benchmark of achievement needed for each level of the award has not and we therefore highly recommend that prospective applicants review the applications of successful previous award applicants on our website to get a clear sense of both the level of achievement required and the type of content to include.***

**Bronze illustration:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Key Issue 1** | **Key Issue 2** | **Key Issue 3** | **Key Issue 4** | **Key Issue 5** | **Key Issue 6** | **Total** |
| **Section A**(2 points minimum,8 points possible)  | Actual score 5 | Actual score 4 | Actual score 3 | Actual score 2 | Actual score 4 | Actual score 2 | This combined score would achieve the bronze award as it reaches the 36 points required**36** |
| **Section B**(2 points minimum,8 points possible) | Actual score 4 | Actual score 2 | Actual score 3 | Actual score 2 | Actual score 2 | Actual score 3 |
| **Total for key issue** (4 points minimum,16 points possible) | Combined Score**9** | Combined Score**6**  | Combined Score**6** | Combined Score**4** | Combined Score**6** | Combined Score**5** |

**Silver illustration:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Key Issue 1** | **Key Issue 2** | **Key Issue 3** | **Key Issue 4** | **Key Issue 5** | **Key Issue 6** | **Total** |
| **Section A**(4 points minimum,8 points possible)  | Actual score 7 | Actual score 6 | Actual score 5 | Actual score 4 | Actual score 6 | Actual score 5 | This combined score would achieve the silver award as it reaches the 72 points required**72** |
| **Section B**(4 points minimum,8 points possible) | Actual score 7 | Actual score 6 | Actual score 8 | Actual score 4 | Actual score 7 | Actual score 7 |
| **Total for key issue** (8 points minimum,16 points possible) | Combined Score**14** | Combined Score**12** | Combined Score**13** | Combined Score**8** | Combined Score**13** | Combined Score**12** |

*The word count for each key issue and each action area in the application form is limited. In allocating points, the panel will be making an assessment of how significant the activity and achievement is for each based on a strong narrative and a range of clear evidence that illustrates the breadth and depth of activity and the scale and reach of impact. Ideally, the evidence cited will include numerical data relating to different types of activity and intervention, participants and beneficiaries as well as specific examples. You may want to use hyperlinks to further information on these specific examples in order to remain within word count limits. The panel will also be looking at the extent to which the activity in any particular action area or key issue is strategically connected so that it delivers more than the sum of its parts and contributes to long-lasting food system change.*

Section 2: Application Form

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

**Name of person leading application: Louise Denham**

**Award being applied for: Bronze**

**List of Acronyms**

CFC: Cowbridge Food Collective

CRC: Creative Rural Communities

CVUHB – Cardiff and Vale University Health Board

GVS – Glamorgan Voluntary Services

HFSS – High in Fat, Salt or Sugar

HS – Healthy Schools scheme

HSPSS – Healthy and Sustainable Pre-schools Scheme

LPHT – Local Public Health Team

MMEW – Move More Eat Well

NS4L – Nutrition Skills for Life

PSB – Public Service Board

WG – Welsh Government

*Please note: The Vale of Glamorgan* will often be shortened to just ‘The Vale’ throughout this document.

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.

|  |
| --- |
| **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**
 | ***Points*** |
| Food Vale was established in 2016 with an ambition to create a new Sustainable Food Partnership in the Vale of Glamorgan, the second in Wales. Hosted by the Cardiff and Vale Health Board (henceforth CVUHB), the partnership had strong support from the public sector from the beginning. A ‘Good Food Assets Mapping’ workshop was held by the local public health team to map food provision and availability across the county, followed by a scoping study to identify key local stakeholders. An official Steering Group was established in 2016 to direct and progress the development of the Food Vale initiative (membership revised 2021). Its membership includes 12 cross sector representatives:* [Glamorgan Smallholders](https://foodvale.org/glamorgan-smallholders/)
* [Newydd Housing Association](https://foodvale.org/newydd/)
* [Creative Rural Communities](https://foodvale.org/creative-rural-communities-for-the-vale-of-glamorgan-council/)
* [Cywain](https://foodvale.org/menter-a-busnes-cywain/)

[Glamorgan Voluntary Services](https://foodvale.org/glamorgan-voluntary-service/) (henceforth GVS)* [Cardiff and Vale Public Health Team](https://cavuhb.nhs.wales/contact-list/general/public-health-team/)
* [Cardiff and Vale Dietetics](https://foodvale.org/cv-lhb-dietitians/)
* [FareShare Cymru](https://foodvale.org/fareshare-cymru/)
* [Big Fresh Catering (council catering)](https://foodvale.org/big-fresh-catering/)
* [Natural Resources Wales](https://naturalresourceswales.gov.uk/?lang=en)
* [Vale of Glamorgan Council](https://foodvale.org/vale-of-glamorgan/)

The Group developed the Terms of Reference in 2017 ([revised in 2021](https://foodvale.org/wp-content/uploads/2020/04/Food-Vale-ToR.pdf)), providing a clear overview of the Group’s purpose and expectations of members. The Group meets every 6 weeks to discuss progress on delivery of the Food Vale Action Plan and other strategic issues. Topics of recent meetings include: developing the Food Vale Festival programme; identifying funding opportunities; development of the Food Vale Action Plan. The partnership’s first event took place at St Donat’s Art Centre (2017), attended by 50+ organisations including the Soil Association, Farmers Union of Wales, CVUHB, Age Cymru, the Amelia Trust Farm, Cardiff and Vale College, Riverside Real Food, Glamorgan Smallholders and local businesses. Participants engaged in a ‘Visioning Exercise’, writing a ‘*Postcard from the Future’* describing their ideal future local food system (31 postcards collected). Key themes from the event were captured in the [Visual Minutes.](https://www.valeofglamorgan.gov.uk/Images/Regeneration/vale-food-visualmap.jpg) The Vale became a member of Sustainable Food Places in 2020, and demonstrated its commitment to creating a more sustainable and healthy local food system with the [recruitment of a dedicated Food Vale coordinator](https://foodvale.org/food-vale-has-hired-a-new-co-ordinator/) (funded by the Local Public Health Team; henceforth LPHT).The Food Vale network – comprising of community members, activists, local business owners etc. – has over 50 members, and meets quarterly, providing a platform for people to connect and create a collective voice for positive change locally.Additionally, working groups have been established to deliver on actions relating to specific workstreams:* Vale Food Poverty Group (delivered [Llantwit Major Food Poverty Pilot](https://foodvale.org/llantwit/) and developed the [community food provision model](https://foodvale.org/wp-content/uploads/2020/04/Proposed-Actions_January.pdf))
* Cardiff and Vale Cross-Sector Procurement Group, including representatives from Vale Council, Transport for Wales, Cardiff Council, Cardiff and Vale Health Board, Cardiff Uni etc ([Terms of Reference](https://foodvale.org/wp-content/uploads/2020/04/Cardiff-and-Vale-Food-Procurement-Working-Group-Terms-of-Reference.docx)).
* Community Growing Network

Food Vale has ensured that support for a healthy, sustainable and equitable food system is embedded in key local policies and plans. [Project Zero](https://www.valeofglamorgan.gov.uk/en/living/Climate-Change/Project-Zero.aspx) (the council’s climate emergency plan) commits to “*promote sustainable food systems*”; the Council’s [Corporate Plan](https://www.valeofglamorgan.gov.uk/Documents/Our%20Council/Achieving%20our%20vision/Corporate-Plan/Corporate-Plan-2020-25/Corporate-Plan-2020-2025.pdf) commits to “*work with partners to encourage people to think about the food they eat and how it can impact on their health and well-being*”; [Move More Eat Well](https://movemoreeatwell.co.uk/wp-content/uploads/2020/07/Move-more-eat-well-plan_Jan-2020_FINAL2-3.pdf) (MMEW) – the health board’s obesity plan pledges to “*create healthy and sustainable food procurement systems*” and “*support communities to be healthier*”; and the local Public Service Board’s [Wellbeing Plan](https://www.valepsb.wales/Documents/Wellbeing-Plan/Full-Online-Version-Master.pdf) “*ensure that the Vale has a sustainable, quality food environment which supports the local economy, agriculture and tourism*”. |
| 1. **Develop, deliver and monitor a food strategy/action plan**
 |  |
| **Food Vale Charter**The [Food Vale Charter](https://foodvale.org/charter/) defines a collective vision for the future of food in the Vale. Its development process is captured in the [Food Charter Report](https://foodvale.org/wp-content/uploads/2020/04/VoG-Food-Charter-and-Network-Final-Report-June-2016.docx), and began with scoping stakeholder interest between October 2015 and February 2016. This was followed by a period of data collection using the innovative narrative-based methodology Sensemaker©, which collected over 100 ‘stories’ to paint a rich picture of what was valued in the Vale in terms of healthy and sustainable food and inform key principles of the Charter. Findings were presented at the ‘[Making Sense of Food](https://foodvale.org/wp-content/uploads/2020/04/Making-Sense-of-Food-Community-of-Inquiry-Notes-20-June-2018.docx)’ event in 2018, summarised in the subsequent [report](https://foodvale.org/wp-content/uploads/2020/04/Making-Sense-of-Food-Report-April-2018-Draft-V2-2.docx), and fed into the final draft of the Food Vale Charter published in 2018. This identified 3 key focus areas for our work: A good meal for everyone every day, Thriving independent local businesses that are support and valued, and Think Global, Eat Local. The Charter has since formed the basis of a number of events, including  [Network meetings](https://foodvale.org/vale-citizens-unite-to-shape-a-sustainable-local-food-plan/) and the 2021 Food Vale Festival, proving a powerful tool for organising discussions around good food. A campaign to encourage people to [sign the charter and make a “good food pledge](https://foodvale.org/charter/)” pledge system was launched in Spring 2022.**Action Plans**A number of work plans were drafted across [2017](https://foodvale.org/wp-content/uploads/2020/04/Revised-Action-Plan-April-2017.docx), [2018](https://foodvale.org/wp-content/uploads/2020/04/Milestone-Plan-2018.xlsx) and [2019](https://foodvale.org/wp-content/uploads/2020/04/Food-Vale-Plan-Aug-2019-3.docx) highlighting key activities involved in setting up the partnership and guiding work up until the Covid-19 pandemic. During 2020-2022, we were able to work opportunistically to produce a much more comprehensive Action Plan covering the six key issues of the Sustainable Food Places (SFP) framework. The process began in September 2021 with an [online Food Vale Network Workshop](https://foodvale.org/vale-citizens-unite-to-shape-a-sustainable-local-food-plan/) to generate ideas for the local good food movement. 30 people attended – representing local food producers, food poverty project leaders, independent businesses, food activities and community food growers – and worked in groups to record and arrange ideas using the online [Miro board](https://miro.com/app/board/o9J_l306AZE%3D/?share_link_id=335812297432). The results, combined with findings from a high-level benchmarking against the 6 key issues of the SFP framework, were discussed in one-to-one meetings with the Steering Group members, and later workshopped by the Food Vale Steering Group as a whole at an in-person meeting in December. The [final draft of the Action Plan](https://foodvale.org/food-vale-action-plan-22-23/), structured around the Food Vale Charter, was [launched at the Food Vale network meeting](https://foodvale.org/launch-of-the-vales-healthy-sustainable-food-action-plan/) at Fonmon Castle in February.It is a working document used to reflect the priorities of the Vale’s good food movement, and the actions defined in the plan will lay the foundation work for a longer-term, more ambitious strategy in the future.**Food Vale Branding/Logo**To help connect and promote Food Vale’s activities under a friendly and engaging aesthetic we developed the Food Vale logo and branding in 2017, which aligned with our commitments for bilingualism and included a colour palette. This was later revised in 2020 to coalesce with the launch of the Food Vale website. This branding has been integral to creating a cohesive and clear message throughout our various online communications and resources, such as the [Llantwit Food Access Project work](https://foodvale.org/wp-content/uploads/2020/04/Proposed-Actions_January.pdf), Food Vale [Action Plan document](https://foodvale.org/food-vale-action-plan-22-23/), and [Food Vale Festival Activities](https://foodvale.org/3568/).  |
| ***Total***  |  |

# 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.

|  |
| --- |
| **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**
 | ***Points*** |
| Food Vale raises public awareness of food, health and sustainability issues through a variety of communication channels, including:* **Website:** [www.foodvale.org](file:///C%3A%5CUsers%5CLo249686%5CAppData%5CRoaming%5CMicrosoft%5CWord%5Cwww.foodvale.org) launched 2020 with ~2,800 visitors in 2021. Resources include the online directory for local food businesses and projects, news items and the [Food Vale Charter & Pledge system](https://foodvale.org/charter/). All content is published in English & Welsh to comply with Welsh Language Standards.
* **Social Media:** 490 [@thevalefood](https://twitter.com/thevalefood) Twitter followers, 235 [Facebook](https://www.facebook.com/foodvale.org) followers. Social media campaigns include:
	+ [#goodfoodvale](https://twitter.com/search?q=%23goodfoodvale&src=hashtag_click) pledge campaign
	+ [#llantwitaccesstofood](https://twitter.com/search?q=%23LlantwitAccessToFood&src=typed_query&f=top&pf=on) project
	+ [#foodvalefest](https://twitter.com/search?q=%23foodvalefest&src=typed_query&f=top) content
* **Monthly newsletter:** 60 subscribers ([example](https://mailchi.mp/62974333442c/test-7262954)), average 60% open rate.
* **Video content:**
	+ Produced a [short introductory video](https://www.youtube.com/watch?v=Dy8NJ3oVLq0&t=19s) in partnership with schools in Barry to introduce the good food movement and Charter.
	+ A video to promote [community growing projects](https://www.youtube.com/watch?v=hLfNJBPTk-w) in the Vale, launched as part of Wales-wide [Ffres! Festival of Veg](https://www.foodsensewales.org.uk/food-sense-wales-presents-ffres-wales-festival-of-veg/) hosted by Food Sense Wales.
	+ Festival videos (see [YouTube channel](https://www.youtube.com/channel/UCSXekAy5n_5_Pl7bgoDdYvQ)).
* **Local radio and press pieces:** e.g. Bro Radio [website](https://broradio.fm/local-news/barry-school-children-help-food-vale-to-boost-the-good-food-movement/) here and [here](https://broradio.fm/vale-communities-build-on-local-good-food-movement-in-food-vale-festival-), Wales 247 [website](https://www.wales247.co.uk/local-businesses-inspire-at-inaugural-food-vale-festival), Love the Vale [website.](https://lovethevale.wales/whatson/food-vale-festival/) Llantwit Food Access Project also included a series of [Bro Radio interviews](https://foodvale.org/llantwit/).

Food Vale has held a wide range of engagement events to provide local communities with the opportunity to contribute towards the vision and scope of Food Vale:* The [Making Sense of Food](https://foodvale.org/wp-content/uploads/2020/04/Making-Sense-of-Food-Report-April-2018-Draft-V2-2.docx) project engaged with local communities to find out their experiences of shopping, cooking, & eating food in the Vale. Over 100 stories were collected using an innovative narrative-based methodology ‘SenseMaker’, which later fed into the Food Vale Charter.
* The findings were [presented at the Barry Memo](https://foodvale.org/wp-content/uploads/2020/04/Making-Sense-of-Food-Community-of-Inquiry-Notes-20-June-2018.docx), 50 people participated in a ‘Community of Enquiry’ to identify solutions to the challenges indicated in the SenseMaker research.
* Food Vale’s work has been presented at the [Bevan Commission Conference](https://www.bevancommission.org/projects/making-sense-of-food/) (Wales’ leading health and care think-tank) (2017) and the Vale Public Services Board (2018).
* Food Vale Network Meetings actively seek to gain input from the community on a range of issues, e.g. [the Food Vale Action Plan.](https://foodvale.org/launch-of-the-vales-healthy-sustainable-food-action-plan/)

Food Vale has helped provide a host of free opportunities to learn about and engage in sustainable and healthy food:* The 2021 [Food Vale Spring Festival](https://foodvale.org/first-ever-food-vale-festival-celebrating-local-business-and-highlighting-opportunities-to-improve-local-food-systems/) activities e.g. virtual cook-a-longs, videos to celebrate local food businesses, and an [online panel discussion](https://www.eventbrite.co.uk/e/think-global-eat-local-how-food-choices-in-the-vale-can-make-a-difference-tickets-146714812955) (24 registered). 175+ people participated in the festival, which engaged 30+ local businesses. [Full write up here](https://foodvale.org/wp-content/uploads/2020/04/FV-CRC-LAG-May-2021.pptx). The festival gained substantial local media coverage (e.g. [here](https://www.wales247.co.uk/local-businesses-inspire-at-inaugural-food-vale-festival), [here](https://www.barryanddistrictnews.co.uk/news/19174473.new-food-vale-festival-help-local-businesses-post-covid/) and [here](https://www.penarthtimes.co.uk/news/19249454.first-virtual-food-vale-festival-hailed-success/)).
* The 2022 [Food Vale Festival](https://foodvale.org/3568/) had a community-led focus. Food Vale distributed small grants[[1]](#footnote-1) to community groups to deliver online/in-person activities. Activities included [foraging walks](https://twitter.com/thevalefood/status/1504024183478620162), [garden tours](https://twitter.com/thevalefood/status/1503299405436399622), [seed swaps](https://twitter.com/GrowingPenarth/status/1505829805073313796), an [online discussion about regenerative growing](https://www.eventbrite.co.uk/e/online-zoom-growing-food-for-real-nutrition-tickets-293192074387) and a [school microgreen workshop](https://foodvale.org/penarth-pupils-learn-to-sow-grow-and-sell-with-the-microgreengrocer/). 200+ people participated in the festival, which featured in local news (e.g. [here](https://broradio.fm/vale-communities-build-on-local-good-food-movement-in-food-vale-festival-)). [Full write up here](https://foodvale.org/wp-content/uploads/2020/04/Festival-22-.pdf).

Opportunities to participate in activities are promoted to people from all backgrounds, e.g. the [ongoing free Get Cooking course](https://foodvale.org/wp-content/uploads/2020/04/Flyer-EN.png) promoted to local citizens through flyers distributed at local foodbanks and ensured adults with additional needs can participate. Food Vale complies with the health board’s [Equality and Diversity policy](https://cavuhb.nhs.wales/about-us/governance-and-assurance/policies-procedures-and-guidelines/equality-and-diversity-policies/). Food Vale has just launched a public facing umbrella-campaign, the Vale [‘Good Food Pledge’](https://foodvale.org/charter/) system, to encourage individuals and organisations to take (and register) direct action in support of healthy and sustainable food. |
| 1. **Foster food citizenship and a local good food movement**
 |  |
| Local food activists have the opportunity to share inspiration, ideas and resources. The Food Vale Network, established 2021 (meets quarterly, 25-30 attendees per session), provides a space for connecting with others in the local good food movement, encouraging participation from all Vale citizens. Example discussion topics: [mind-mapping for the action plan](https://foodvale.org/vale-citizens-unite-to-shape-a-sustainable-local-food-plan/), community food growing, food waste. Food Vale connects with other online networks, e.g. [Vale Local Nature Partnership](https://www.facebook.com/ValeLNP) (241 members), [Awesome.Wales](https://www.facebook.com/awesomewalescic/) (hub for zero-waste discussions ~6500 members), [Plant Llantwit](https://www.facebook.com/Plant-Llantwit-424044918410790) (584 members) [Penarth Growing Community](https://www.facebook.com/penarthgrowingcommunity) (450 members) and [Gwyrddio Penarth Greening](https://www.facebook.com/Gwyrddio-Penarth-Greening-GPG-102461869837279) (590 members). Community groups across the Vale are supported by [Social Farms and Gardens](https://www.farmgarden.org.uk/) (SF&G) to find land for growing food, (currently groups in Wick and Ogmore-by-Sea). Creative Rural Communities (henceforth CRC) developed a [Community Mapping Toolkit](https://www.valeofglamorgan.gov.uk/en/working/Rural-Communities/CRC-Legacy/Community-Mapping-Toolkit.aspx) to help local communities map local assets (land/buildings/people/skills - case studies [here](https://www.valeofglamorgan.gov.uk/en/working/Rural-Communities/Past-Projects/Community-Mapping-Pilot.aspx)). In 2021 Food Vale supported a bid submitted by SF&G for tenancy of 250 acres of Welsh Government-owned farmland in the Vale, to create an exemplar model of sustainable land management (including 100 allotments and 3 community orchards). Although unsuccessful, it set a precedent of the local appetite and support for future bids.Community food projects are supported through small grants, advice and training. The [Keep Wales Tidy Local Places for Nature](https://www.keepwalestidy.cymru/pages/category/nature) scheme distributed 6 food growing/fruit tree packages to Vale projects this year, in addition to the 4 development packages last year. Four allotment sites also received grants. [Food Vale Festival](https://foodvale.org/wp-content/uploads/2020/04/Festival-22-.pdf) 2022 offered small grants to 9 local food projects. The [Community Foodie project](https://www.torfaen.gov.uk/en/Related-Documents/EuropeanFunding/Community-Foodie-Evaluation.pdf) delivered by CRC helped communities establish growing projects. Participants learnt how to identify unused land, consult with the community, set up legal groups and lease arrangements and apply for funding. In the Vale 92+ people were involved across 4 projects, including a community orchard, a new allotment, an urban micro-allotment; a wildlife project; and 6 smaller projects. [These videos](https://www.youtube.com/channel/UCi-S5iT1FKekymO3UT7zDUA/featured) share the project results, and the [final report](https://www.torfaen.gov.uk/en/Related-Documents/EuropeanFunding/Community-Foodie-Evaluation.pdf) recommended next steps and highlighted the role that community food projects play in helping Wales meet its objectives under food, community and sustainability strategies.Local ‘library of things’ initiative [Benthyg](https://www.benthyg.org/) (premises in Barry, Penarth) has been set up to create a culture of resilience and environmental sustainability by providing affordable access to borrowing of things that people need but don’t own. They offer loans of [cooking equipment](https://borrow.benthyg.org/products?tagId=14) and [gardening tools](https://borrow.benthyg.org/products?tagId=10), and are funded by Food Vale Partners Natural Resources Wales and CVUHB.  There is an increasing number of exciting community food growing projects in the Vale, (see [Community Growing in the Vale](https://www.youtube.com/watch?v=hLfNJBPTk-w) video). [Innovate Trust](https://www.innovate-trust.org.uk/) run two growing projects; [Field Days Organics](https://www.innovate-trust.org.uk/our-work/field-days-organic) and [Nightingale Cottage](https://www.innovate-trust.org.uk/our-work/porthkerry-park-project), which run horticultural sessions for adults with learning disabilities. The latter has also [developed a forest garden](https://www.valeofglamorgan.gov.uk/Documents/Working/Regeneration/Economic-Development/SCG-PROGRESS-REPORT-ENGLISH.pdf) with support from the Council’s [Strong Communities Fund](https://www.valeofglamorgan.gov.uk/en/working/Business-Support/Strong-Communities-Grant.aspx). [Gibbie Green Fingers](https://www.farmgarden.org.uk/cy/org/public-profile/47538) community garden in Barry also received this fund to develop a sensory garden and educational centre. [Plant Llantwit](https://www.facebook.com/groups/562422314480566/) (established ~2019) operate across an increasing number of growing sites in Llantwit Major with the aim of improving biodiversity, growing food and increasing well-being (150+ members). Another community garden is being established at Grange Gardens (Llantwit Major), supported by our Llantwit pilot project. [Penarth Growing Community](http://penarthgrowingcommunity.co.uk/) (established 2020) ran a [‘Growing Together’ campaign](https://foodvale.org/penarth-growing-community/) which sought to get 100 Penarth gardens growing wildlife-friendly plants and food in one year. They achieved their goal in just two months, and are now running a [year-long programme](http://penarthgrowingcommunity.co.uk/events-calendar-2022-23/) of workshops on food growing and climate action[[2]](#footnote-2). Coed Hills’ [Ediculture project](http://ediculture.org/) runs a variety of training courses and workshops (e.g. Permaculture Design and Forest Gardening). Llandough Hospital’s innovative well-being project [‘Our Health Meadow’](https://uhl.fitforthefuture.uk/index.php?contentid=13) led by [Down to Earth](https://downtoearthproject.org.uk/) will see 14 acres of surrounding field and woodland transformed into an Outdoor Therapeutic Healthcare Facility, including an edible landscape, forest garden and orchard space. |
| ***Total***  |  |

# 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.*

|  |
| --- |
| **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**
 | ***Points*** |
| The Vale’s [Public Service Board](https://www.valepsb.wales/en/Home.aspx) (PSB) convenes cross-sector leaders to work for a better future through Wales’ [Future Generations Act](https://www.futuregenerations.wales/about-us/future-generations-act/). Its first [Well-being Plan](https://www.valepsb.wales/en/Our-Plan.aspx) defined 4 objectives, including ‘*Reduce poverty and tackle inequalities linked to deprivation*’, committing to work with Food Vale to ‘*address issues relating to access and affordability of food and ensure people have the skills and resources to overcome food poverty and make healthier food choices*’. In 2022 the Council produced a food poverty report mapping need and provision across the county and recommending actions to address food poverty.Food Vale convenes a multi-agency Food Poverty Group[[3]](#footnote-3), lately focused on the Llantwit Food Access [pilot study](https://foodvale.org/llantwit/) investigating access/affordability of food. Community engagement and interviews with service providers informed a [plan for local community food provision](https://foodvale.org/wp-content/uploads/2020/04/Proposed-Actions_January.pdf). Actions include: establish a pantry; trial mobile pantry service to reach isolated villages; establish a hub signposting to wider services. A Lottery application (submitted March 2022) will support implementation. The Group will next draw on the Council’s food poverty report and learning from the pilot study to begin a coordinated approach to roll-out sustainable food poverty interventions county-wide.Food Vale works with the LPHT to implement a “food-related benefits training/marketing package[[4]](#footnote-4)” offering training on food poverty issues to ensure those experiencing poverty are supported (promoting breakfast clubs, free school meals, SHEP and Healthy Start):* 33 frontline staff from key organisations trained 2019-2021[[5]](#footnote-5), representatives from 3 organisations trained (level 2) 2020-2021.
* [Healthy Start](https://www.healthystart.nhs.uk/) scheme social media campaign undertaken, promotional materials distributed to 35 local retailers/schools, 500+ printed leaflets distributed through food banks. Vale Healthy Start uptake 61% in June 2021[[6]](#footnote-6).
* [2,467](https://statswales.gov.wales/Catalogue/Education-and-Skills/Schools-and-Teachers/Schools-Census/Pupil-Level-Annual-School-Census/Provision-of-Meals-and-Milk) of 3,050 eligible pupils (81%) took free school meals (census day 2020/2021). Welsh Government (WG) [announced](https://educationbusinessuk.net/news/21122021/free-school-meals-wales-be-extended-all-primary-pupils) eligibility to be extended to all primary school-aged children.

The Vale delivers the quality-assured [School Holiday Enrichment Programme](https://www.wlga.wales/food-and-fun-school-holiday-enrichment-programme) (SHEP) scheme[[7]](#footnote-7) offering a range of food/nutrition education, physical activity sessions and healthy meals to schoolchildren in areas of social deprivation during the summer holidays. 4 Vale schools participated in 2021, serving 1643 meals and reaching 200+ children. All coordinators completed level 2 [Community Food and Nutrition](https://nutritionskillsforlife.com/community-worker/community-food-and-nutrition-skills-for-the-early-years-level-2/) and Food Hygiene qualifications. In 2019 the Council [removed the lowest pay grade](https://www.valeofglamorgan.gov.uk/en/our_council/Council-Structure/minutes%2C_agendas_and_reports/reports/cabinet/2018/18-09-17/New-Pay-Structure.aspx), increasing the minimum to Spine-Point 2. It was [the first authority in Wales to agree to the pay structure](https://foodvale.org/wp-content/uploads/2020/04/Trade-Union-pay.png), an achievement congratulated by trade unions. Vale Council pays all employees - including in-house Waste and Social Care – *more than* the Living Wage, and will soon scope the costs of extending the Living Wage to *all* external/subcontracted staff. Barry Town Council became accredited with the Living Wage Foundation in 2017. [All social workers now receive the Real Living Wage](https://www.gvs.wales/news/social-care-staff-to-earn-the-real-living-wage) as part of a package from WG. There are 17 food support schemes in the Vale, including [seven foodbanks](https://vale.foodbank.org.uk/), the FoodShare ([Llantwit](https://www.facebook.com/foodsharellantwit/) and [Barry](https://dicdevelopmenttrust.com/home/projects/fareshare-food-distribution/)), [Penarth Food Pod](https://foodvale.org/opening-of-the-penarth-food-pod/), [The Need To Feed](https://www.facebook.com/The-Need-To-Feed-101458448306342/). Schemes operating free/membership/pay-as-you-can models seek to ensure emergency food is a last resort. Food Vale partners also significantly supported access to food during the pandemic[[8]](#footnote-8). An [innovative partnership project](https://foodvale.org/new-project-provides-access-to-fresh-veg-for-families-supported-by-splice-and-t-grains/) between Slade Farm and SPLICE (research support from [T-GRAINS](https://tgrains.com/)[[9]](#footnote-9)) creates opportunities for 8 socio-economically disadvantaged families to join their Community Supported Agriculture scheme for free.  |
| 1. **Promote healthy eating**
 |  |
| The Vale [has the lowest level of child obesity in Wales](https://phw.nhs.wales/services-and-teams/child-measurement-programme/) at 8.6%[[10]](#footnote-10) and [26% of adults eat 5+ fruit and veg](https://statswales.gov.wales/Catalogue/National-Survey-for-Wales/Population-Health/Adult-Lifestyles/adultlifestyles-by-localauthority-healthboard) daily[[11]](#footnote-11). [MMEW](https://movemoreeatwell.co.uk/take-action/) aims to improve the health and nutrition of local communities (‘*ensure that advertising and marketing is healthy’*, ‘*Improve whole school approach to healthy food’).* The [Council’s Corporate Plan](https://www.valeofglamorgan.gov.uk/en/our_council/achieving_our_vision/Corporate-Plan.aspx) commits “*to promote active and healthy choices […]to encourage people to think about the food they eat and how it can impact on their health and well-being*”.Interventions to promote a healthy food culture in the Vale include:* The [Making Sense of Wellbeing](https://businesswales.gov.wales/walesruralnetwork/news-events-and-case-studies/case_study/making-sense-wellbeing) pilot project (2017–2019) ran free workshops, talks and sessions. Aimed to promote good food and nutrition; equip families with nutritional knowledge/cooking skills; introduce physical wellbeing initiatives; foster more resilience. The [final report](https://foodvale.org/wp-content/uploads/2020/04/Making-Sense-of-Well-Being-final-report-no-appendices.pdf) shares lessons for future Vale health and wellbeing initiatives.
* LPHT project aims to reduce HFSS food advertisingand replace it with healthier food advertising. The work is in its research stage, including mapping advertising spaces in public areas across the Vale, identifying key stakeholders, and community engagement.
* Welsh Government funded all Vale primary schools to participate in [Veg power](https://vegpower.org.uk/). *Eat Them to Defeat Them* bilingual assets sent to 25 schools.
* [CVUHB was the first Health Board in Wales](https://www.youtube.com/watch?v=Brgf924nU3o&t=110s) to implement [healthy eating standards](https://www.youtube.com/watch?app=desktop&v=Brgf924nU3o) for all non-patient food – requiring that atleast 75% of food and drink on offer is healthier and supports healthy eating at work.
* Nutrition for Your Little One (NYLO) nutrition programme for families launched [with website](http://www.nylo.co.uk/), digital resources and social media assets developed.
* MMEW engaged with Vale PSB organisations to develop the [Healthy Workplace Principles](https://movemoreeatwell.co.uk/take-action/healthy-workplaces/), used as a framework to progress PSB organisational level actions across the MMEW plan. 3 infographics aimed at employers and employees produced (shared through MMEW twitter account). Healthy Food Standards Implementation Toolkit and communication resources also being developed.

Local organisations deliver the [*Nutrition Skills for Life*](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/)*™* (NS4L*™*) suite of quality-assured nutrition training and support services, through which community workers from health/social care/third sector can learn/cascade nutrition advice, practical cooking sessions and courses. 205 staff and 37 community members participated between April 2021-2022[[12]](#footnote-12). As part of [Making Every Contact Count](https://cavuhb.nhs.wales/our-services/make-every-contact-count-mecc/) (MECC) (programme training professionals to deliver healthy lifestyle messages to individuals), 9 health care staff (level 2) 120 pharmacy students (level 1)[[13]](#footnote-13) were trained.**Schools**The Vale’s [Healthy and Sustainable Pre-Schools scheme](https://www.valeofglamorgan.gov.uk/en/living/schools/healthy_schools/Healthy-Pre-school-Scheme.aspx) (HSPSS) and [Healthy Schools](https://cavuhb.nhs.wales/patient-advice/keeping-people-well/public-health-help-and-advice/healthy-schools-pre-schools/) (HS) scheme are part ofthe pioneering [Welsh Government Healthy Schools Scheme initiative](https://publichealthwales.nhs.wales/services-and-teams/welsh-network-of-healthy-school-schemes/).HSPSS actively promotes health in pre-school settings, including criteria for serving local/seasonal/healthy food, reducing food waste and growing food. 35 settings on the scheme, of which 31 have completed the [Nutrition and Oral Health topic accreditation](https://publichealthwales.nhs.wales/services-and-teams/welsh-network-of-healthy-school-schemes/welsh-network-of-healthy-school-schemes-documents/hspss-doc-e-pdf/) (+4 working towards this). 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, responsibly sourced fish, unprocessed foods). HS works with local/national partners to ensure a coordinated and multi-faceted approach to health within schools. 60 schools on the scheme, each with dedicated co-ordinators. ‘Food and Fitness’ is 1/7 topics.  10 schools have completed the prestigious [National Quality Award](https://www.valeofglamorgan.gov.uk/en/living/schools/healthy_schools/Healthy-Schools-Scheme.aspx) (NQA), demonstrating a strong whole-school approach to all areas of health. 1 school [has even completed phase 6](https://movemoreeatwell.co.uk/portfolio-items/whole-school-approach-to-food-and-fitness/) of the scheme. Related activities include [Healthy Halloween initiative](https://movemoreeatwell.co.uk/portfolio-items/healthy-halloween-at-gibbonsdown-childrens-centre/).25 preschool settings and 9 after-school clubs have achieved the [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/) showing that healthy snacks/drinks are provided, guidelines on hygiene and eating environment are met, and demonstrating a commitment to children’s health and encouraging good eating habits. Implements [Food and Nutrition for Childcare Settings](https://gov.wales/sites/default/files/publications/2019-03/190313-nutrition-guidance-complete.pdf) recommendations. Bilingual healthy lunchboxes resources and lists of other training opportunities distributed amongst all Vale schools/preschool settings.MMEW has a priority to ‘[create a water refill region to promote healthy hydration’](https://movemoreeatwell.co.uk/wp-content/uploads/2020/07/Move-more-eat-well-plan_Jan-2020_FINAL2-3.pdf) across Cardiff and the Vale. As part of this, they have developed a [Refill workplace toolkit](https://padlet.com/kateroberts6/l1vudpbikr66f714) including information, social media assets, posters, a drinking chart and hygiene advice guidance created by Refill Wales (delivered to 19 organisations April 2021 – March 2022). |
| ***Total***  |  |

# 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.

|  |
| --- |
| **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**
 | ***Points*** |
| Good Food Enterprise is enshrined in our Charter aim: ‘*thriving independent local businesses that are supported and valued*’. The Council also commits to good food enterprise, e.g:* Climate Change Challenge Plan ‘[Project Zero’](https://www.valeofglamorgan.gov.uk/Documents/Our%20Council/Achieving%20our%20vision/Consultation/Project-Zero-Challenge-Plan.pdf) commits to ‘*put in place the necessary facilities, services and awareness raising for a more circular economy*’.
* The PSB’s [second Well-being assessment](https://sway.office.com/E2aJl1MxUhMAYPYU) commits to ensuring that the Vale has a sustainable, quality food environment which supports the local economy, agriculture and tourism.
* The [Destination Management Plan](https://www.facebook.com/groups/visitthevaletrade/files) aims to ‘*Be a place that has strong local supply chain links, celebrating local food’*
* Collaborated with Welsh Government on £2.9 million regeneration venture [‘Goodsheds’](https://www.goodshedsbarry.co.uk/) (Barry), transformed the Victorian railway building into a sustainable entertainment/business complex, including shipping container village, social housing, and ‘The Shipyard’ housing 20+ independent businesses (priority given to businesses promoting local produce and sustainable sourcing). [Won two awards at the Ystadau Cymru 2020 Awards](https://www.valeofglamorgan.gov.uk/en/our_council/press_and_communications/latest_news/2020/December/Goodsheds-development-scoops-double-award.aspx?ContensisTextOnly=true) (‘*Creating Economic Growth’* and overall ‘*Winner of winners’)*.

Sustainable food entrepreneurs can access a wide range of support:* Food Vale partner Cywain supports food & drinks businesses, including Vale Cider, [Peterston Tea](https://foodvale.org/vale-grown-tea-takes-to-the-shelves-at-fortnum-and-mason/), [Llanfrynach Farm](https://foodvale.org/going-down-a-storm-local-milk-at-cowbridge/), and the [Cowbridge Food Collective](https://www.cowbridgefoodcollective.co.uk/) (henceforth CFC). e.g. helped CFC to reduce food miles, waste and plastic packaging.
* Cywain’s project [Agora](https://menterabusnes.cymru/agora-opening-new-doors-for-start-up-and-small-businesses-in-mid-and-south-east-wales/) built local networks across food & drink supply chains in support of local food and drink, including a ‘food and farming’ networking and showcase event for projects in the Vale.
* Vale Council provides practical support for businesses e.g. identifying investment sites, accessing grants funding. Many examples of support to independent food businesses e.g. [Cobbles Kitchen](https://www.valeofglamorgan.gov.uk/Documents/Working/Regeneration/Economic-Development/InwardInvest-First-Edition-RevisionA-Web-4.23MB.pdf) (Welsh Restaurant of the Year in the Food Awards in 2018).
* [Social Business Wales](https://businesswales.gov.wales/socialbusinesswales) supports social food businesses with expertise, funding, resources and a virtual network.
* Creative Rural Communities (CRC) has significantly supported local food businesses:
	+ £500,000+ invested in [Pride in our Farming Families](https://www.valeofglamorgan.gov.uk/Documents/Working/Regeneration/Rural%20Regeneration/CRC-Newsletter-2014-English.pdf) project – inc. £40k to support 13 farms to diversify business, introducing non-agricultural initiatives to help sustain farms e.g. [Fablas Ice Cream](https://fablasicecream.com/).
	+ Helped set-up smallholder networking group [Glamorgan Smallholders](https://www.glamorgansmallholders.co.uk/) (60+ members, meet twice/month).
	+ Supported establishment of Local Food Court at [Vale of Glamorgan Annual Show](https://www.valeofglamorganshow.co.uk/) showcasing local producers. Very successful, now in its 6th year (58 applications for 40 stalls this year).
	+ Funded [CFC](https://www.cowbridgefoodcollective.co.uk/) to develop online shop (integral to their survival during the pandemic, increased sales exponentially). 20 producers within 40mile radius.
	+ Supported [‘Loving Welsh Food’](https://lovingwelshfood.uk/) to provide food & drink tours, cooking workshops and presentations across the region and encourage tourists to engage with local supply chains. Voted‘Best Activity’ at the National Tourism Wales Awards, 2018.

Food Vale supports vital sustainable food infrastructure, e.g. [Vale Farmer’s Market](https://www.youtube.com/watch?v=nQ7WBpmNTGk) (holding markets 20+ years) - a hub of sustainable local food enterprises - operating twice/week. Demand and stallholders (now 30) increased throughout the pandemic, so they have recently introduced weekly market in Dinas Powys. Food Vale promotes local farm shops (e.g. [Forage](https://foragefarmshop.co.uk/)) who support local businesses by stocking their produce. [Glamorgan Smallholders](https://www.glamorgansmallholders.co.uk/) are currently negotiating to reinstate a Vale-based Livestock Market, which will have a significant impact on food miles (farmers currently face [an 80-mile round trip to sell](https://www.fwi.co.uk/livestock/taking-stock/cowbridge-market-closure-farmers-face-80-mile-trip-to-sell-animals) at the nearest market). This is supported by the 2018 [Livestock Market feasibility study](https://www.valeofglamorgan.gov.uk/Documents/Working/Regeneration/Rural%20Regeneration/100918-ValeLivestockMarketFeasibilityStudy-FinalReport-English.pdf) by CRC, which proposed the development of a multi-function auction centre.The [Vale of Glamorgan Agricultural Society](https://register-of-charities.charitycommission.gov.uk/charity-details/?regid=1108960&subid=0) (est. 1772 - celebrating its 250th anniversary) created the [Vale Show](https://www.valeofglamorganshow.co.uk/), which has grown considerably and is now the largest one-day event in the Vale, attracting 20,000+ people and 200+ trade stands.Food Vale is ambitious to improve the diversity of the retail on offer. The [Llantwit Food Access pilot](https://foodvale.org/llantwit/) is supporting the establishment of a Pantry and a ‘pop-up’ pantry in a satellite village location. Also support several alternative retail projects e.g. the [Big Bocs Bwyd](https://www.bigbocsbwyd.co.uk/), Ysgol Y Ddraig food pod, [Cadfield Van](https://foodvale.org/cadfield-van-volunteers-looking-to-spread-joy-and-happiness-this-christmas/), Cadog’s Corner [all in schools] and the [Penarth Food Pod](https://foodvale.org/opening-of-the-penarth-food-pod/). |
| 1. **Promote healthy, sustainable and independent food businesses to consumers**
 |  |
| The council’s Climate Change Challenge Plan ‘[Project Zero’](https://www.valeofglamorgan.gov.uk/Documents/Our%20Council/Achieving%20our%20vision/Consultation/Project-Zero-Challenge-Plan.pdf) includes commitments to ‘*promote businesses that have sustainable practices*’. There are many ways in which consumers can find local producers, shops, markets, cafes and restaurants selling healthy and sustainable food. Local online directories include:[Cowbridge Food Collective](https://www.cowbridgefoodcollective.co.uk/producers/) online directory (including click and collect system), [Discover Delicious](https://discoverdelicious.wales/producer-locations/south/), [Open Food Network](https://openfoodnetwork.org.uk/map), [Food Innovation Wales](https://foodinnovation.wales/directory/?wpv_view_count=295&wpv_post_search=&wpv-wpcf-county=21&wpv-wpcf-brcgs-category=&wpv-wpcf-if-yes-otherfood-manufacturer=&wpv-wpcf-if-yes-please-specify=&wpv-wpcf-do-you-sell-any-products-that-are=&wpv-wpcf-what-certifications-your-business-have=&wpv-wpcf-supply-channel=&wpv-wpcf-are-you-a-member-of-any-of-these-clusters=&wpv-wpcf-do-you-supply-private-label-products=&wpv-wpcf-do-you-currently-export-any-of-your-products=&wpv-wpcf-do-you-produce-food-waste-fit-for-human-consumption-e-g-cream-cooked-vegetables-bread-crusts-spent-grain=&wpv-wpcf-do-you-produce-waste-fit-for-animal-consumption=&wpv-wpcf-do-you-produce-any-other-waste-e-g-packaging-any-other-food-waste=&wpv-wpcf-options-describe-business=&wpv_filter_submit=Submit) (60 Vale-based businesses, FIW also enables businesses to redistribute surplus), [Big Barn](https://www.bigbarn.co.uk/local-food-map/) (13 Vale businesses), [Shopappy](https://shopappy.com/penarth/shops?businessType=Food+%26+Drink) (22 food & drink businesses in Penarth), Food Vale website has developed a directory (25 listings) to help residents and visitors to the Vale find local good food businesses (selected on a basis of those who have made significant progress in the provision of healthy & sustainable food), Food Vale partner [Cywain has an online directory](https://menterabusnes.cymru/cywain/en/our-producers/#catIds=&radius=10&currLoc=&user_lat=51.493708&user_lng=-3.181692) for local producers across Wales. #LoveWalesLoveTaste #SupportLocalSupportWales.Local good food businesses are further promoted to the public through a variety of media:Food Valewebsite features a ‘[spotlight on’](https://foodvale.org/spotlight-on/) local food & drinks businesses who are making significant achievements in the provision of healthy & sustainable food (10 businesses featured so far), [Food Awards Wales](https://foodanddrinkawards.wales/) celebrates local producers and suppliers and frequently features Vale-based businesses, Vale Farmers Market spotlight local producers in their [online blog](http://www.valefarmersmarket.com/news-blog), [Healthy Options Award](https://www.srs.wales/en/Environmental-Health/Food-Hygiene-Standards/Healthy-Options-Award.aspx) rewards caterers who promote healthy food options. Food Vale also delivered an online campaign to encourage visitors and residents to ‘Eat Local This Summer’ – including a [campaign video](https://www.youtube.com/watch?v=XNa2s916Fyw), [‘top ten’ news item](https://foodvale.org/top-10-places-to-buy-local-this-summer/) and a social media pack distributed to over 200 Vale-based traders and all South Wales tourism boards. Vale-based blogger [Welsh Cakes and Wellies](http://welshcakesandwellies.co.uk/) provides reviews of local independent eateries. Vale-based businesses are also frequently nominated in neighbouring [Cardiff Life Awards](https://www.cardifflifeawards.co.uk/2022-finalists/).Local producers are provided with a number of opportunities to promote and sell their produce directly to consumers through on-line platforms, markets, events, festivals and local box schemes etc: * Annual [Cowbridge Food & Drink Festival](https://www.cowbridgefoodanddrink.org/) (established 18 years ago) has grown from a one-day event with 40 exhibitors and 4,000 visitors to a whole weekend attracting 150,000 attendees and 150 applications for the 100+ food & drink exhibitions. Exhibitors promote sustainable and independent Welsh produce. Other annual food festivals promoting local produce include [Picnic Penarth](https://picnicpenarth.co.uk/) (30 local traders, 14000 attendees), and Barry’s [Beats, Eat and Treats](https://www.barryanddistrictnews.co.uk/news/15289691.beats-eats-and-treats-festival-returns-to-barry-island-this-summer/) (inc. stalls from Barry’s twin towns in France, Belgium and Germany, 5000 attendees).
* [Vale Farmer’s Market](https://www.youtube.com/watch?v=nQ7WBpmNTGk) has been holding twice-weekly markets across the Vale for 20+ years, with over 30 stallholders.
* A number of local box schemes support local producers including [Welsh Food Box](https://www.welshfoodboxcompany.com/), [Coed Organic](http://coedorganic.co.uk/) (65 members), [Elwyn’s produce](https://elwynsproduce.co.uk/) and Slade Organic, (all Vale-based) and the organic recipe box scheme [Swperbox](https://swperbox.wales/) (South Wales).
* The 2021 [Food Vale Festival](https://foodvale.org/first-ever-food-vale-festival-celebrating-local-business-and-highlighting-opportunities-to-improve-local-food-systems/) produced videos focused on two local independent food businesses ([Forage Farm Shop and Kitchen](https://www.youtube.com/watch?v=IgwPuv5rzO0) and [Cobbles Kitchen](https://www.youtube.com/watch?v=cBTA2oR31BQ&t=3s)) to encourage people to support their local businesses and showcase exemplars of healthy and sustainable food procurement.
* Creative Rural Communities’ [‘Sense of Place’ event](https://www.valeofglamorgan.gov.uk/Documents/Working/Regeneration/Rural%20Regeneration/Sense-of-Place-Event---Report.doc) aimed to get local produce onto breakfast menus at small accommodation providers.
* Food Vale partner Cywain has run a variety of [meet-the-buyer events](https://www.welshcountry.co.uk/cywain-helps-producers-perfect-their-pitch/), giving producers the opportunity to have their products stocked and served at retail and catering outlets.
 |
| ***Total***  |  |

# 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.

|  |
| --- |
| **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**
 | ***Points*** |
| [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 ‘*create healthy and sustainable food procurement systems’* in the Vale. Other commitments from public sector bodies to source healthy and sustainable food include:* **Vale Council:** ‘[Project Zero’](https://www.valeofglamorgan.gov.uk/Documents/Our%20Council/Achieving%20our%20vision/Consultation/Project-Zero-Challenge-Plan.pdf) committed to revise procurement policies and train staff on more sustainable procurement, to reduce consumption and encourage a circular economy. They are currently conducting an assessment of where all food in council orders comes from to inform next steps.
* **Schools:** Council-owned [Big Fresh Catering Company](https://www.bigfreshcatering.co.uk/) conducted a Supply Chain Feasibility Study and switched to sourcing all milk from a local dairy, using only MSC-certified fish, and removing all plastic cutlery/straws and reducing other plastics. Established Big Fresh Initiative which invests [>£500,000 back into schools](https://penarth.nub.news/news/local-news/penarth-council39s-catering-company-goes-from-strength-to-strength). So far £60,000 has gone towards school and community projects[[14]](#footnote-14), and £88,000 to buy better quality ingredients.
* **Hospital:** [CVUHB 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.

Organisations in the Vale have achieved recognised healthy and sustainable food accreditations:* **Fairtrade**: Cowbridge, Barry, Llantwit Major and Dinas Powys have been accredited as [Fairtrade communities](https://www.fairtrade.org.uk/get-involved/in-your-community/communities/fairtrade-communities-map/), Vale is home to [5 Fairtrade schools.](https://schools.fairtrade.org.uk/fairtrade-schools-awards/fairtrade-school-directory/#page-1)
* **Marine Stewardship Council:** the local Health Board andCouncil-owned [Big Fresh Catering](https://www.bigfreshcatering.co.uk/about/csr-sustainability/) (provides all school meals) uses only MSC certified fish

There has been a concerted effort in both Wales and within the Vale to ensure healthier, more sustainable and local food is served on the public plate, with a number of Welsh-specific accreditations (which does mean less take-up of UK schemes e.g. Food For Life). Many have a stronger health focus, but incorporate environmental/ethical elements:* **Schools:** 60 schools are on Vale [Healthy Schools scheme](https://cavuhb.nhs.wales/patient-advice/keeping-people-well/public-health-help-and-advice/healthy-schools-pre-schools/). Food and Fitness is an integral section (minimum nutrition standards, drinking water, certification schemes e.g. Fairtrade). 10 schools completed [National Quality Award](http://www.wales.nhs.uk/sitesplus/documents/888/WEB%2026732%20English%20pages.pdf) and a further 4 are working towards this.
* **Childcare Settings:** [Healthy and Sustainable Pre-Schools scheme](https://www.valeofglamorgan.gov.uk/en/living/schools/healthy_schools/Healthy-Pre-school-Scheme.aspx) includes criteria for serving healthy food, increasing local, seasonal, reducing food waste and growing food on site. 35 settings on scheme, of which 31 have completed the Nutrition and Oral Health topic accreditation and a further 4 settings working towards this. 25 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/).
* [**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. In the Vale, Newydd Housing Association is [accredited Gold](https://phw.nhs.wales/services-and-teams/healthy-working-wales/healthy-working-wales-workplace-awards1/status-check/gold-award-holders/organisations-status-check-logos-gold/newydd-housing-association/), C&VUHB [is accredited platinum.](https://phw.nhs.wales/services-and-teams/healthy-working-wales/healthy-working-wales-workplace-awards1/status-check/platinum-award-holders/organisation-status-check-logos-platinum/bwrdd-iechyd-prifysgol-caerdydd-ar-fro-cardiff-and-vale-university-health-board/)

Restaurants and other small outlets also demonstrate commitments to healthy and sustainable food: Coed Organic Veg Box scheme is certified by the Soil Association, 3 establishments have received the prestigious [Green Key Award](https://www.greenkey.global/) (strict criteria on increasing organic/Fairtrade/local/high-welfare/vegetarian). [Forage Farm Shop and Kitchen](https://www.youtube.com/watch?v=IgwPuv5rzO0) was shortlisted for [Farm Shop & Deli Awards 2021](https://event.farmshopanddelishow.co.uk/live/en/page/shortlist-2021) and [Cobbles Kitchen](https://www.youtube.com/watch?v=cBTA2oR31BQ&t=3s) was the winner of Restaurant of the Year in [Food Awards Wales in 2019](https://www.walesonline.co.uk/whats-on/food-drink-news/winners-2019-food-awards-wales-16271451) (Southeast Wales), and [2018](https://www.walesonline.co.uk/whats-on/food-drink-news/winners-food-awards-wales-2018-14568027) (Wales-wide). 2 Vale businesses have achieved prestigious Silver [Healthy Options Award](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). |
| 1. **Improving connections and collaboration across the local supply chain**
 |  |
| It is important to highlight the challenging National context in which food partnerships in Wales have 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 county-level. The council’s catering department set up an arms-length service company ‘Big Fresh Catering Company’ in 2019 which provides meals to all schools and Council run Care Homes allowing them to operate outside of the NPS framework and potentially source more locally – with some success through the [supply chain feasibility pilot.](https://www.valeofglamorgan.gov.uk/Documents/Working/Regeneration/Rural%20Regeneration/Leader-2014-2020/310119-FreshLocalProduce-FeasibilityStudy-FINAL.pdf) 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 public procurement moved to a more regional approach, with the Vale now part of the South East Wales group. Food Vale partnered with Food Cardiff in 2021 to establish a regional cross-sector food procurement working group bringing together procurement officers, caterers, suppliers and other decision-makers from across Vale Council, CVUHB, Transport for Wales, C&V College, Welsh Independent Restaurant Collective ([ToR here](https://foodvale.org/wp-content/uploads/2020/04/Cardiff-and-Vale-Food-Procurement-Working-Group-Terms-of-Reference-1.docx)). The group aims to identify key barriers and opportunities to local sourcing, and work together for the purpose of healthy and sustainable food procurement. This will integrate the good practice seen from organisations not limited by the NPS, for example:* [Vale Farmer’s Market](http://www.valefarmersmarket.com/), [Forage Estate](https://foragefarmshop.co.uk/25566-2/) and the [Cowbridge Collective](https://www.cowbridgefoodcollective.co.uk/) act as hubs for local restaurants and cafes to better access local suppliers.
* In 2019 Food Vale partners conducted a [Supply chain feasibility study](https://www.valeofglamorgan.gov.uk/Documents/Working/Regeneration/Rural%20Regeneration/Leader-2014-2020/310119-FreshLocalProduce-FeasibilityStudy-FINAL.pdf) to examine the potential for sourcing fresh local produce for schools in the Vale, forging good communications with local producer [Elwyn’s Produce](https://elwynsproduce.co.uk/) in the process. Key findings were that due to limited local fruit and salad crops and washing/processing facilities, it was not considered feasible to source all the required fresh produce from local supply chains. The study did however outline a number of opportunities to increase the sourcing of local produce for school meals, which have since been undertaken. These included switching to local milk provider [Ty Tanglwyst](https://tytanglwystdairy.com/), using only MSC certified fish, removal of all plastic cutlery and straws and to reducing other plastics.

At the time of writing, the cross-sector food procurement working group has contracted out two distinct pieces of work due to be delivered by the end of June 2022. The first of these is to produce a short video highlighting key progress towards healthy and sustainable food procurement made to date across public sector settings in the area. The second is to develop the sustainable food procurement toolkit which will set out the group’s priorities for healthy and sustainable food procurement and provide practical guidance on how to make progress in areas such as Dynamic Food Purchasing. The latter will include an engagement event (May 2022) bringing together procurement and catering officials from across Cardiff and the Vale. |
| ***Total***  |  |

**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.

|  |
| --- |
| **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**
 | ***Points*** |
| The Vale emits [~1.1 million tonnes](https://www.gov.uk/government/statistics/uk-local-authority-and-regional-carbon-dioxide-emissions-national-statistics-2005-to-2019) of carbon annually (57% from industry, <1.5% from public sector). Over the last decade, total emissions in the Vale have reduced ~9.7%.Vale Council declared a Climate and Nature Emergency in 2019, and since then has worked with Food Vale to develop the Climate Challenge Plan ‘[Project Zero’](https://www.valeofglamorgan.gov.uk/Documents/Our%20Council/Achieving%20our%20vision/Consultation/Project-Zero-Challenge-Plan.pdf), which includes commitments to ‘*manage and use land to support work to tackle climate change’*, ‘*improve sustainability and energy efficiency’*, and ‘*supporting and advocating for more sustainable local food systems leading to fewer food miles and less waste’*. The Vale’s PSB has published a [Climate Emergency Charter](https://www.valepsb.wales/Documents/Climate-Change/Climate-Emergency-Charter-English-Final.pdf), and its first [Well-being plan](https://www.valeofglamorgan.gov.uk/Documents/Our%20Council/Achieving%20our%20vision/Public-Services-Board/Well-being-Plan-Consultation-Draft-ENGLISH.pdf) (2018-2023) details how they will deliver Wales’ [Well-being of Future Generations Act](https://www.futuregenerations.wales/about-us/future-generations-act/). Sustainable land use and management is prioritised. The Council’s [Local Development Plan](https://www.valeofglamorgan.gov.uk/Documents/Living/Planning/Policy/LDP/LDP-Adoption/Adopted-LDP-Written-Statement-June-2017-final-interactive-web-version.pdf) commits ‘*to ensure that development […] uses land effectively and efficiently and to promote the sustainable use and management of natural resources*’, and states that ‘*through favouring the use of previously developed land and the sustainable use of natural resources … [we] will contribute to preserving their availability for future generations.*’ The PSB’s second [Well-being Assessment](https://sway.office.com/E2aJl1MxUhMAYPYU) acknowledges that low-carbon management practices can improve farm productivity, air, water, soil quality, soil structure and reductions in pests and diseases, and that sustainable methods could also produce healthier foods whilst improving farmers’ incomes. In 2021 Food Vale supported a bid submitted by Social Farms & Garden’s for tenancy of 250 acres of Welsh Government-owned farmland based in the Vale, to create an exemplar model of sustainable land management and to include 30 acres of land put to horticultural production and 10,000 new trees planted.11 council green spaces have a [Green Flag Award](https://keepwalestidy.cymru/our-work/awards/green-flag-parks/) and 15 communities have the Green Flag Community Award (includes criteria to reduce pesticides, climate change adaptation and encourage food growing). CVUHB [supported Plantlife’s ‘No Mow May’](https://cavuhb.nhs.wales/news/latest-news/cardiff-and-vale-uhb-is-in-a-buzz-about-no-mow-may/), allowing all Health Board green spaces to be left to flourish in order to boost pollinators. The [Vale PSB committed to review](https://www.valeofglamorgan.gov.uk/Documents/Our%20Council/Achieving%20our%20vision/Public-Services-Board/Well-being-Plan-Consultation-Draft-ENGLISH.pdf) how they manage open spaces to maximise ecosystem resilience and enhance biodiversity (e.g. pollinators and other wildlife). The Vale’s [Local Nature Partnership](https://www.biodiversitywales.org.uk/Vale-of-Glamorgan), delivers a number of projects in a bid to enhance biodiversity and promote ecosystem resilience.Farmers, growers and land managers based in the Vale can access training, advice and support to adopt agroecological practices:Local tea estate [Peterston Tea](https://www.peterstontea.com/) was supported by Cywain to become [the UK’s first commercial tea farm producing 100% single estate tea](https://foodvale.org/vale-grown-tea-takes-to-the-shelves-at-fortnum-and-mason/) and implement an agroforestry system to protect the tea bushes and encourage biodiversity. [Coed Organic](http://coedorganic.co.uk/) is a soil-association certified organic CSA and continues to supply the Vale Farmer’s Market. Vale-based [Ediculture](http://ediculture.org/) provides courses for educational information and resources for foraging, food growing and food culture. [Glamorgan Smallholder](https://www.glamorgansmallholders.co.uk/) network arranges talks on agroecological methods of growing e.g. no-dig. [Tyfu Cymru](https://www.tyfucymru.co.uk/) has supported 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/)), engaged with 1000+ Welsh professionals and is currently working directly with [9 horticultural businesses across the Vale](https://www.tyfucymru.co.uk/whats-new/growers-map/). Local farmers (including Slade Farm and Rosedew Farm) engage with [Open Farm Sunday](https://farmsunday.org/about-us), managed by LEAF (Linking Environment And Farming), showcasing farming best-practice. Food Vale has engaged in a variety of county-wide campaigns to promote a mainstream shift to sustainable food:The [Food Vale Charter](https://foodvale.org/charter/) and pledge system encourages Vale residents to switch to a sustainable diet. Food Vale regularly promotes wider campaigns e.g. [#plantandshare](https://mobile.twitter.com/search?q=%23plantandshare), and delivered an [online campaign](https://www.youtube.com/watch?app=desktop&v=XNa2s916Fyw) to encourage visitors and residents to ‘Eat Local This Summer’ ( emphasis on organic & local food), reaching 200+ Vale-based traders and all South Wales tourism boards. Food Vale has committed to engage with [Food for the Planet](https://www.foodfortheplanet.org.uk/login/) campaign, aligning this with the council’s Project Zero work. At the time of writing, we [have completed 8 actions](https://www.foodfortheplanet.org.uk/local/vale_of_glamorgan/) in the ‘Every Mouthful Counts’ Toolkit, saving 181,560.65 tonnes of CO2 per year.  |
| 1. **Reduce, redirect and recycle food, packaging and related waste**
 |  |
| Vale Council’s Waste Management Strategy 2022–2032 ([draft here](https://www.valeofglamorgan.gov.uk/Documents/_Committee%20Reports/Cabinet/2022/22-03-28/Recycling-and-Waste-Management-Business-Plan.pdf)[[15]](#footnote-15)) aligns with the Waste Hierarchy as well as [National Strategy](https://gov.wales/towards-zero-waste-our-waste-strategy) ambitions to reduce amount of waste produced across all sectors by 27% and recycle 70% of waste produced. The Council’s Climate Challenge Plan ‘[Project Zero’](https://www.valeofglamorgan.gov.uk/Documents/Our%20Council/Achieving%20our%20vision/Consultation/Project-Zero-Challenge-Plan.pdf) commits to ‘*Reduce waste and put in place the necessary facilities, services and awareness raising for a more circular economy with a strong emphasis on reuse, repair and recycling’.* Vale Council have worked with WRAP to do a composition analysis of their landfill waste, and continue to make improvements e.g. the 2018 Restricted Residual Policy (maximum two waste bags per household collected fortnightly) to encourage residents to recycle. 70.6% of the Vale’s waste is reused/recycled/composted[[16]](#footnote-16) ([up from 54% in 2014](https://statswales.gov.wales/Catalogue/Environment-and-Countryside/Waste-Management/Local-Authority-Municipal-Waste/annualreuserecyclingcompostingrates-by-localauthority-year)), the [second highest rate in Wales](https://www.valeofglamorgan.gov.uk/Documents/_Committee%20Reports/Cabinet/2022/22-03-28/Recycling-and-Waste-Management-Business-Plan.pdf), already achieving Welsh Government’s targets for 2024/2025 (70% of recycling rate). As such Wales’ recycling rates - including food - are world-leading. During 2020/21, the Council landfilled 116 tons of waste - the least by any Local Authority in Wales, representing a landfill rate of 0.2% (compared with 1.13% from previous year).Vale Council collects all household/commercial food waste (weekly, ~60,000 houses, 16,543 tonnes 2021-22) through separated food waste caddies. Waste is processed through an Anaerobic Digestion Organic Waste Treatment Facility (developed in partnership with Cardiff Council). The methane produced in this process is used to produce electricity and slurry is used to produce sustainable fertilisers for local agriculture (part of broader partnership [Prosiect Gwyrdd](https://www.valeofglamorgan.gov.uk/en/living/Recycling-and-Waste/Prosiect-Gwyrdd.aspx)). Raise awareness of food related wasteThe Council’s Waste Management Strategy includes objective 4.4 Education and Engagement – ‘*to encourage our residents, visitors and businesses to minimise waste, reduce carbon emissions and consider how their actions may impact the environment’,* and details a communication plan ([appendix 3](https://www.valeofglamorgan.gov.uk/Documents/_Committee%20Reports/Cabinet/2022/22-03-28/Recycling-and-Waste-Management-Business-Plan.pdf)). As part of their goal to reduce the use of disposable plastic bottles, the Council [installed 14 drinking fountains](https://www.valeofglamorgan.gov.uk/en/our_council/press_and_communications/latest_news/2019/May/State-of-the-art-drinking-fountains-to-be-installed-across-the-Vale.aspx) at popular sites across the Vale, investing over £40,000 (locations chosen based on high foot traffic/number of visitors). This was accompanied by a [comms campaign and donation](https://www.valeofglamorgan.gov.uk/en/our_council/press_and_communications/latest_news/2019/June/Vale-of-Glamorgan-Council-continues-initiatives-to-reduce-the-use-of-single-use-plastics.aspx) of 100 reusable bottles to the Barry Island Weekenders summer programme. There are several Refill schemes operating across the Vale and [97 locations](https://www.refill.org.uk/) signed up to offer water refills. The health board’s MMEW programme has a priority to ‘[create a water refill region to promote healthy hydration’](https://movemoreeatwell.co.uk/wp-content/uploads/2020/07/Move-more-eat-well-plan_Jan-2020_FINAL2-3.pdf) across Cardiff and the Vale, and have developed a [Refill workplace toolkit](https://padlet.com/kateroberts6/l1vudpbikr66f714) including information, social media assets, posters, a drinking chart and hygiene advice guidance created by Refill Wales.During Food Vale Festival 2021, Awesome.Wales held a ‘[Twitter takeover’ to give tips for a ‘zero waste kitchen’](https://foodvale.org/zero-waste-kitchen-with-awesome-wales/). [Awesome.Wales](https://awesome.wales/) is a zero-waste shop based in Barry and now Cowbridge, where they operate a **Terracycle** **scheme**, accommodating packaging that is not at present able to be recycled by council-run kerbside recycling services. Redistribution of consumable surplus food Food Vale and partners have worked to reduce the waste of consumable surplus food and redistribute it to areas of highest need whilst ensuring healthy choice and dignity. The Llantwit Food Access pilot project will soon establish the first [membership-based food pantry](https://www.facebook.com/foodsharellantwit/) in the Vale based at the CF61 centre, which is planned to act as a hub for the establishment of wider ‘pop up’ pantries in the rural Western Vale.Food Vale partner [FareShare Cymru](https://fareshare.cymru/) supports 7 food surplus projects across the Vale, including 4 school-based projects and a lunch club in Ystrad Owen. Fareshare Cymru redistributed 43,084 tonnes of surplus food to projects across the Vale in 2021. |
| ***Total***  |  |

1. thanks to funding from the LPHT and Soil Association (via the My Food Community programme) [↑](#footnote-ref-1)
2. supported by the Lottery’s Together For Our Planet grant [↑](#footnote-ref-2)
3. Representation from local schools, community groups, members with lived experience, food banks, service providers, FareShare and Vale council. [↑](#footnote-ref-3)
4. This training package has recently been digitalised and is due to be launched on the Move More Eat Well (MMEW) website to improve accessibility. [↑](#footnote-ref-4)
5. Vale Council, Hafod and Newydd Housing Associations, Foodbank, Schools. [↑](#footnote-ref-5)
6. Further data is currently unavailable whilst the scheme is being digitalised. [↑](#footnote-ref-6)
7. WG funded pan-Wales rollout, committing £4.9million to the 2021 scheme. CVUHB dietitians are part of the national steering group. [↑](#footnote-ref-7)
8. Council supported Foodbanks to increase number of food parcels (9,120 parcels 2020–2022, feeding 4,644 people 2020-2021) and helped dispatch food parcels to families in crisis. Coordinated provision for shielding residents. E-payments from WG’S Covid-19 hardship grant to families entitled to free school meals during school closures (2917 families/4571 children April 2020-September 2021, totalling £2.79million). GVS distributed directory of services delivering food/pharmaceutical goods to ensure people knew where to go, and managed Covid-19 enquiries. [↑](#footnote-ref-8)
9. A research project on co-creating desirable regional socio-ecological food relationships for sustainable and healthy UK diets. Impact of this partnership will inform T-Grains research into barriers to access of veg schemes. [↑](#footnote-ref-9)
10. Wales’ average 12.6% [↑](#footnote-ref-10)
11. Wales average 24% [↑](#footnote-ref-11)
12. Disaggregated data for the Vale is not available, as the training is operated from the local health board spanning the Cardiff and the Vale of Glamorgan. [↑](#footnote-ref-12)
13. See above. [↑](#footnote-ref-13)
14. projects to have received funding so far include breakfast and afterschool clubs; a homework and enrichment club including offering a healthy afternoon snack.; the nutrition pod (a converted shipping container that allows children to concentrate on their health and wellbeing); the healthy snack shack (run by year 4-6 pupils during breaktimes, offering the chance to create a menu, source and prepare the food while also learning about profit and loss and enterprise skills); outdoor cooking and dining initiatives areas; and the fabulous food project, where pupils prepare and cook healthy food based on the Eatwell Plate. [↑](#footnote-ref-14)
15. Submitted to Cabinet on 28th March and approved in principle. The final document is due to be published in June. [↑](#footnote-ref-15)
16. The last validated performance (1st April 2020 - 31st March 2021) has recently been audited and published by Natural Resources Wales (NRW) and it confirmed the Council's annual reuse, recycling and composting rate at 70.6% which was the second highest recycling rate behind Pembrokeshire County Council. [↑](#footnote-ref-16)