



**FOOD** *Vale* **BWYD** *Y Fro*

# Food Vale Action Plan

2022 / 2023



# Foreword



The Vale of Glamorgan is a rich and diverse area on the South Coast of Wales, a county of contrasts between green countryside, bustling towns, rugged Welsh coastline and innovative industries. We are also known for our food here in the Vale, thanks to our many hard-working, high-quality local food producers, retailers and hospitality businesses. We are passionate about making sure that the food on offer to locals and visitors alike is as healthy and sustainable as possible.

There is already so much being done in the Vale of Glamorgan highlighting the importance and improving access to healthy and sustainable food. This includes, local businesses, the third sector and community groups and many individuals championing the need to think more about what we eat and the impact our choices have on our well-being and the environment. The Council's Climate Challenge Plan 'Project Zero' which was published last year emphasises the need to place our food systems at the heart of our work to tackle climate change. This is an area where we can all work together and make a difference.

As a county, we continue to face many challenges, from persisting health inequalities, to the ongoing climate and nature emergency. Nevertheless, the vision laid out in this Action Plan for the Vale's future is evidence of our collective optimism for a greener, healthier and more just Vale of Glamorgan.

The Food Vale Steering group is made up of public, private and third sector members – all bringing a range of perspectives and expertise to ensure that decisions are made in the interest of local communities, the environment, businesses and health. Working in partnership with clearly defined priority areas has enabled good food to be embedded within the work of the Vale of Glamorgan Public Services Board. We have welcomed the opportunity to be a part of this journey so far, and we look forward to seeing how the future of good food in the Vale flourishes.

We hope this Food Action Plan will inspire you to support your local food initiatives, get involved and feel empowered to choose good food. Welcome to the Vale's good food movement!

**Rob Thomas**  
Chief Executive  
Vale of Glamorgan Council



Food exists at the intersection of many different issues; from climate change and planetary health, to public health and diet-related illnesses. There is therefore so much potential for the food we eat to have positive effects on our environment as well as on our health and our health care costs.

This is the premise from which the Food Vale partnership began its work back in 2016, contributing to delivery of our Move More Eat Well partnership programme. This work supports delivery of our Vale Public Service Board's wellbeing plan and Cardiff and Vale University Health Board's Shaping Our Future Wellbeing strategy. Since then, the Food Vale partnership has come a long way to building momentum for a good food movement - connecting with local communities and defining what good food looks like for the Vale of Glamorgan.

Needless to say, the journey has not been without its challenges, not least the onset of the Covid-19 pandemic. Many existing issues – particularly those surrounding food access – were exacerbated during the pandemic, and many Food Vale partners went above and beyond to deliver the Covid-19 food response for local communities. Rather than deterring our visions for healthy and sustainable food in the Vale of Glamorgan, this has only motivated us even more to achieve our goal of 'a good meal for everyone, every day'.

The partnership is now making its next steps in its good food journey through its application for the Sustainable Food Places Bronze Award, which will show not only the fantastic work already taking place across the Vale, but also act as a gesture of our commitment to continue this good food work far into the future.

The Food Vale partnership has identified a number of shared priorities and actions that can be taken to make sure citizens across the Vale of Glamorgan have a healthier, more sustainable and secure food future. The actions are summarised here, in the Food Action Plan. I feel very proud to support this work.

**Fiona Kinghorn**

Executive Director of Public Health  
Cardiff and Vale University Health Board



# Introduction

The development of both the Food Vale Partnership and this Action Plan have been key criteria for the Vale of Glamorgan to achieve the nationally-recognised Bronze Sustainable Food Places award. This award recognizes and celebrates the success of places taking a joined-up, holistic approach to food, and delivering significant, positive change on a range of key food issues. The six areas of focus for the food action plan are:

1. Taking a strategic and collaborative approach to good food governance and action
2. Building public awareness, active food citizenship and a local good food movement
3. Tackling food poverty, diet related ill-health and access to affordable healthy food
4. Creating a vibrant, prosperous and diverse sustainable food economy
5. Transforming catering and procurement and revitalizing local supply chains
6. Tackling the climate and nature emergency through sustainable food and farming and an end to food waste.

This Action Plan helps to evidence action against these issues, and is structured around the 3 key priority areas for a good food

movement in the Vale:

- A good meal for everyone, every day
- Thriving independent food businesses which are supported and valued
- Think Global, Eat Local

These three areas are enshrined in the [Food Vale Charter](#), which shares a collective vision for the future of food in the Vale where everyone has access to healthy and sustainable food.

This Action Plan has drawn on the ideas shared by the Food Vale network as a whole, and has been developed by the Food Vale Steering Group with input from a variety of stakeholders across the private and public sector. Thanks to the contributions of all involved, we are confident that we have arrived at a plan that is a true representation of all the wonderful food work that's happening across the Vale, whilst highlighting the issues that we still need to work on.

The Bronze Award Application and the Food Action Plan would not have been possible without the valuable and ongoing contributions of the people and organisations that have supported the Food Vale Partnership. Thank you for your interest and support.



# A good meal for everyone, every day

	Activities	Time Frame	Lead partners
<b>Residents in the Vale of Glamorgan have access to affordable, locally sourced and sustainable food</b>	Conduct engagement work with local communities and services providers across Llantwit Major & St. Athan to identify gaps and opportunities and develop an understanding of citizens' access to food.	January 2022	Llantwit Food Project Steering Group
	Draw on findings from Llantwit engagement work to produce a plan for community food provision in Llantwit Major, including: <ul style="list-style-type: none"> <li>- Establishment of a Food pantry</li> <li>- Promotion of local Food and Fun programme for eligible primary schools</li> <li>- Development of food 'hub' with signposting to wraparound services</li> <li>- Opportunities for increasing understanding of nutrition and cookery skills</li> </ul>	February 2022	Llantwit Food Project Sub Group
	Support action and build the case for a common approach to developing healthy food advertising within the public sector.	May 2022	LPHT, MMEW,
	Promote the healthy start voucher scheme to increase uptake amongst eligible families and increase the number of retailers accepting healthy start vouchers	January 2023	LPHT, Food Vale
	Continue to promote Healthy School Scheme and Healthy & Sustainable Preschool Scheme	January 2023	HS, HSPSS, LPHT, Food Vale
	Promote the Gold Standard Healthy Snack Award in early years settings	January 2023	UHB Dietetics, Food Vale
	Promote oral health issues in relation to drinks and snacks for young children e.g. through 'Design to smile'	January 2023	Design to Smile Team
	Support delivery of food-related benefits training across the Vale	January 2023	LPHT, MMEW, Food Vale
	Engage with Food For Life Get Togethers programme to scope opportunities for implementation in the Vale	April 2023	FFLGTS, Food Vale
	Support PSB organisations' staff restaurants/canteens to implement healthy food standards	January 2023	MMEW, Vale PSB, Food Vale
<b>Residents have the skills and knowledge to cook healthy and nutritious food</b>	Continue and expand upon the delivery of the Nutrition Skills for Life training level 1 and 2. Roll out virtual delivery of NS4L™.	January 2023	HAPI, LPHT, UHB Dietetics, MMEW
	Deliver a new Get Cooking course at Barry Campus in partnership with Cardiff and Vale College Catering Dept., aimed at local, socio-economically challenged young families.	May 2022	Food Vale, CAVC, UHB Dietetics

	Activities	Time Frame	Lead partners
	Promote access to shared resources through initiatives such as library of things and shared kitchen equipment.	January 2023	Food Vale, Benthyg
	Encourage uptake of Food & Fun School Holiday Enrichment Programme (SHEP) and related food activities.	July 2022	Big Fresh Catering, Healthy Schools, HSPSS, Food Vale
<b>Procurement supports the provision of local food</b>	Collaborate with stakeholders across Cardiff and Vale to produce a Healthy and Sustainable Food Procurement Toolkit & Standards	July 2022	Food Vale, Food Cardiff
	Embed principles of healthy & sustainable food procurement across public sector bodies and schools, with particular focus on less food miles, less packaging and waste.	December 2022	MMEW, Food Vale
<b>Local food suppliers engage with communities across the Vale of Glamorgan to increase a love of fresh, local food</b>	Scope potential activities to involve parents of pupils participating in Food & Fun School Holiday Enrichment Programme (SHEP)	May 2022	Big Fresh Catering, Food Vale





# Thriving independent local businesses that are supported and valued

	Activities	Time Frame	Lead partners
<b>A county that supports local food businesses and the food supply chain</b>	Develop online directory of local food businesses in the Vale	August 2022	SFP coordinator
	Continue to feature local food businesses in a monthly 'Spotlight On...' website feature.	January 2023	SFP coordinator
	Explore the potential to develop and launch a Vale wide 'Good Food' brand/badge for retailers linked to food directory	September 2022	Cywain, Food Vale
	Promote and support the weekly Vale Farmers Markets at Cowbridge and Dinas Powys	January 2023	Food Vale, Glamorgan Smallholders
<b>The Vale of Glamorgan is recognised as a food destination</b>	Promote and liaise with the Cowbridge Food & Drink festival	May 2022	Food Vale, Cowbridge Food & Drink Festival
<b>A thriving local food economy supporting growing and production</b>	Encourage and support the development of farm networks that will enable farms to collaborate on issues such as sourcing local feed for stock, local marketing, sharing equipment and labour.	November 2022	Glamorgan SHs, Food Vale, Farming Connect, FUW
<b>Hospitality and tourism businesses that are supported and engage customers</b>	Hold an exploratory meeting to develop a food brand aimed at tourists and visitors (similar to the Taste Durham project) to encourage visitor-facing retailers to connect and buy from local producers.	October 2022	Cywain, Food Vale,



# Think global, eat local

	Activities	Time Frame	Lead partners
<b>Vale of Glamorgan residents are involved in the good food movement</b>	Increase awareness of the Food Vale Charter through ongoing promotion across all media channels, including social media and at public events	January 2023	SFP coordinator
	Develop pledge system, support materials and campaign to 'join the good food movement'.	March 2022	SFP coordinator
	Encourage individuals, businesses and organisations to sign the Food Vale charter and make a good food pledge.	March 2022	SFP coordinator, Food Vale
	Track actions taken by Food Vale network as result of Food Charter sign-ups	January 2023	SFP coordinator
	Map and promote existing food related projects across the Vale, to feature in an online directory on the Food Vale website.	April 2022	SFP coordinator
	Promote Food Vale work to the wider third sector in the Vale of Glamorgan.	January 2023	GVS
	Establish a community food network to encourage shared learning across different community food growing sites and identify opportunities for shared assets and resources	March 2022	Benthyg, Social Farms & Gardens, Food Vale
	Work with community groups and through the Green Infrastructure Plan to encourage people to grow their own fruit and vegetables.	January 2023	Food Vale, Vale Council
	Work with local communities to increase the number of allotments and community garden space.	January 2023	Vale Council, Food Vale, Social Farms & Gardens
<b>People are empowered to choose local food and produce</b>	Organise a local food festival and promote to the public.	March 2022	Food Vale Network
	Provide information in different formats (written, video, social media) for citizens on the added value of buying local produce and shopping locally		Food Vale
<b>Commit to reducing food packaging and food waste</b>	Engage with Food For The Planet Campaign to encourage action on procurement, sustainable land use, reducing food waste and consumption of the most carbon-intensive foods, linking to the Council's commitments as part of Project Zero	January 2023	Food Vale
	Encourage household composting and community-based composting projects, including signposting and promotion.	November 2022	Food Vale



	Activities	Time Frame	Lead partners
	Support the increase and availability of refill stations installed across the Vale.	January 2023	PSB, GVS, Food Vale, Vale Council, Refill Wales, MMEW
	Support the rollout of the Refill Workplace Toolkit	November 2022	Food Vale, MMEW
	Hold scoping meeting to engage in gleaning from Vale PYO businesses for pumpkins, strawberries etc.	August 2022	Food Vale, FareShare
	Ensure there are opportunities for edible surplus food to be redistributed and encourage surplus food to be used in cooking projects	November 2022	FareShare, GVS, Food Vale
<b>Commit to an increase in recycling</b>	Promote and support recycling among citizens in the Vale, and engage with Terracycle schemes	August 2022	Food Vale
	Promote and facilitate food waste recycling for residents, business and schools, and support the roll out of recycling arrangements across the Vale and work with schools and business to reduce waste and improve recycling rates.	January 2023	Vale Council, Food Vale
	Support campaigns to change behaviour e.g. to reduce single use plastics and packaging and to increase reuse, recycling and composting.	January 2023	Vale Council, Food Vale,

