



Supply Chain Development for the Local Food Economy

Reach Rural Development
2015



Cronfa Amaethyddol Ewrop ar gyfer Datblygu
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Executive Summary

The aim of this study is to understand the opportunities for increasing the profile and uptake of local food. Bridgend County Borough has a strong network of small-scale food producers and processors, however they are not numerous. Therefore, this study looks to identify how these producers can be supported to reach new audiences, sustain their business, or where there is aspiration, to grow their business and build economies of scale through collaboration.

The study makes recommendations on the opportunities to support local people through the development of a regional local food economy. An effective local food economy will underpin the wellbeing and quality of life of the communities it serves, while allowing existing and new businesses to grow and thrive. In so doing, the study explores the connections between poverty and the availability and sourcing of local food to support those in greatest need and it explores food waste and how waste produce can be returned into circulation to enable more to be produced while keeping costs to a minimum.

The study identifies that local food can have an important role in addressing a range of current agendas and unifies a significant number of wider interests. These include economic development, health, poverty, education and waste with the common theme of food running throughout. Given its scope, this study has only scratched the surface in looking at how these areas of thought and collaboration can cross-pollinate in order to achieve shared goals.

The study concludes that a more significant impact can be achieved locally through taking a collaborative approach, and where possible a regional approach, meeting local and national priorities and maximising economies of scale.

The study draws together a working vision to ***'Achieve a sustainable local food economy, giving everyone the same opportunity to access healthy, locally-sourced food, through a collaborative approach'***.

The study proposes three options for working towards this vision, from

- a) Delivering a collaborative project at the local level to understand how some of these connections can work in practice and learn important lessons; to
- b) Creating a regional network of food producers to maximise economies of scale, pool resources and share best practice; to
- c) Creating a regional food partnership with a range of key stakeholders and practitioners across the sector, learning lessons from similar food partnerships elsewhere in the UK.

Key Recommendations

[5.1] The analysis has identified how work around food on a regional level can have an impact locally, meeting national and local priorities, and most importantly growing the local economy. The first **recommendation (5.1)** is to create a working vision that all may sign up to: ***‘Achieve a sustainable local food economy, giving everyone the same opportunity to access healthy, locally sourced food, through a collaborative approach’***.

[5.2] Recently Bridgend College has recognised that an increasing amount of young people are becoming more reliant on food banks in order to feed themselves. There is also an increasing amount of students that go to college without eating breakfast and this is having an impact on learning, as concentration levels drop dramatically without food.

Therefore the second **recommendation (5.2)** is to create a **Breakfast Club at Bridgend College**. In order to tackle this problem the project proposal is to set up a breakfast club so that young people could have a decent meal before they start college every day. Ideally the college would like to trial the project firstly to monitor its uptake and secondly to monitor and evaluate concentration levels of students.

[5.3] Local producers in Bridgend would welcome the opportunity to expand their network regionally to further grow the local food economy. The stakeholder and workshop analysis identified that there are many key players in all areas relating to local food, identifying that moving forward it will be important to work closer with organisations to ensure delivery regionally.

Therefore the third **recommendation (5.3)** is to create a **Regional Local Producer Network**. The recommended function of the network will be to link all local producers together, run meetings, workshops, share best practice and identify the opportunities for new markets through collaboration.

[5.4] The analysis also identified that research needs to be undertaken to understand all sources of support and information relating to food on a Wales level. It was also established that there is a need for research to be undertaken in a number of areas to create an understanding of what is happening around local food, understanding who can deliver certain areas of work and how work can be co-ordinated at regional level to ensure consistency, add value and avoid duplication.

The final **recommendation (5.4)** therefore is to **Develop a Regional Food Partnership**. The project would pull together and map all areas of work to add value to existing activity and for key players and partners to work together to

deliver a joint approach to local food and its links with poverty, health, education, waste and the economy. A roadmap or plan of actions would enable all partners to add value, develop more opportunities and identify new specific projects for the future.

Next steps

It is recommended that stakeholders engaged in this work continue to meet as an informal network in order to further the priorities identified through collaboration and discuss whether to take forward the regional proposals suggested as part of this study.

It is recommended that the Welsh Government's Food Policy Department continues to be invited to engage in all future work to ensure that project proposals align with the *Food and Drinks Action Plan for Wales* and to play a leading role where this is appropriate.

It is recommended that sources of funding and appropriate project partners are considered for the suggested proposals and that, where relevant funding becomes available, that funding applications are developed.

1.0 Introduction

This study aims to explore the opportunities for building on and adding value to previous work undertaken in support of local food and community growing in Bridgend County Borough, more widely across south east Wales and out towards other neighbouring areas.

It is an opportunity to reflect on the current situation from the perspective of local food producers and other stakeholders engaged in or influencing the sector and to draw conclusions on the next steps. This is at a time when European funding programmes are being refreshed and re-launched, however, public sector funding is experiencing increasing pressure to realise savings and efficiencies.

In this environment, there is a need to find ways of ensuring resources go further, to address a number of cross-cutting themes while underpinning a strong local economy, supporting local entrepreneurs and long-standing rural businesses to thrive. The projects will aim to make connections between local food and other complementary agendas where value can be added, making recommendations on the opportunities to support the development of an effective local food economy.

As well as the benefits to producers and suppliers, the study also begins to explore the benefits of local produce to consumers and the options for a programme of work to realise those benefits in rural Bridgend and beyond, for example, helping to address food inequalities and beginning to tackle rural food poverty and poor nutrition.

The study cannot by its nature address these added value areas in any great depth, however, it seeks to find where these links are and where ideas can be piloted, partnerships can be created and shared goals can be developed.

2.0 Context

The opportunities for increasing the profile and uptake of local food, with retailers, at visitor attractions and the wider tourism sector are currently limited by a lack of public awareness of local produce, individual businesses' ability to market the benefits and the provision of information on sourcing and distribution. However, earlier research undertaken by reach and others has shown that buyers are expressing an increasing interest in sourcing locally produced food based on a realisation that it is not necessarily more expensive than food supplied by supermarkets, plus it is fresh and greatly enhances the local economy and environment.

One of the key cross-cutting themes of the new Rural Development Programme is Tackling Poverty & Social Exclusion. The report on Poverty & Deprivation in Rural Wales (2008) highlighted that rurality and sparsity can be significant elements in the

social exclusion and deprivation suffered by people living in rural Wales. The report defines poverty and deprivation as:

“Poverty means not having enough money (or other essentials to get by). Deprivation refers to problems caused by a general lack of resources and opportunities (not just money)”

This study should explore the connections between poverty/deprivation and local food sourcing, making recommendations on the opportunities to support local people through the development of an effective local food economy.

The Rural Development Plan (RDP) for Wales is funded through the Common Agricultural Policy through the European Agricultural Fund for Rural Development. The programme for Wales is centrally administered by Welsh Government. The Local Action Group (LAG) for rural development in Bridgend County Borough (BCB) is responsible for the governance, delivery and monitoring of local rural development through the implementation of the rural Bridgend Local Development Strategy (LDS) which has recently been revised and submitted to Welsh Government (WG) for approval for the 2014-2020 period.

The Bridgend LAG for rural development has instructed Bridgend County Borough Council as its Administrative Body to undertake this feasibility study to look at the potential for supply chain development for the local food economy in preparation for the launch of the rural Local Development Strategy and its local Thriving Rural Communities scheme.

3.0 Background

Rural Bridgend has a number of small local food suppliers, a diverse selection of larger primary producers and smaller micro-businesses, as well as a number of community growing areas. The importance of local produce was recognised and addressed through the Rural Development Plan (RDP) for Rural Bridgend 2007-2014 and has been identified as a priority area for the next Rural Development Programme in Bridgend.

The 2007- 2014 programme recognised the importance of local food and its potential within rural Bridgend through two key LEADER projects, *Bridgend Real Food* and *Reach Out* which identified which producers were active in the area and the volume of produce and scope for growth that existed. It also looked at developing skills and awareness with food businesses which could potentially use local produce in their sourcing.

Two studies were undertaken in 2011 and 2012 to explore the opportunities available to local producers in the area:

- ***A Study into the Development of a Local Food Network in Bridgend (2011)***

The research looked at how the local food supply chain in Bridgend County Borough could be promoted and developed by the creation of a network that would bring producers and buyers together.

- ***A Thematic Study into Sustainable Food Economies (2012)***

This thematic study explored the possibility of achieving a Sustainable Food Economy through researching new and innovative commercial opportunities for producers in Bridgend County Borough.

Findings from the reports outlined that:

- Producers need support with business planning and marketing skills.
- Awareness-raising with consumers on the understanding of local food and seasonality is needed. Lack of awareness reinforces the perception that local food is prohibitively expensive.
- More strategic support is needed for local producers.
- Research also outlined the pros and cons of supplying to different markets, allowing a deeper understanding of the challenges and opportunities.

From the report findings, a number of key recommendations were subsequently taken forward through the RDP 2007-2014:

reach4food

The Bridgend Local Food Network (BLFN) was created made up of local producers from across Bridgend County Borough. A brand identity, based on the **reach** branding, was created called *reach4food*, which was used as a vehicle to jointly raise awareness of those producers. Some other activities undertaken by the network through the reach4food brand were meet the producer events, quarterly newsletters distributed widely throughout the County Borough, a reach4food website and the creation of a food directory aimed at the retail and hospitably sector to encourage the uptake of local food.

The Bridgend Local Food Network developed and grew throughout the programme and in 2014 research was undertaken to come up with innovative ways to strengthen and provide new opportunities for supply chain development in Bridgend.

Some of the key recommendations from this analysis included:

- Appointing an administrator for the local food network.

- Support for producers to become retail friendly e.g. understanding labelling, pricing strategies, logistics and become accredited for wholesale, direct sale to larger retailers and hospitality.
- For producers to be proactive in targeting and supplying hospitality outlets.

Community Foodie

reach also jointly delivered a community growing project called *Community Foodie* a partnership project to help communities in the rural areas of Bridgend, the Vale of Glamorgan and Torfaen to grow their own food. It aimed to strengthen communities by increasing the amount of produce grown and consumed locally, and at the same time introduce valuable skills, support a healthy lifestyle and bring people of all ages together. One of the major areas of support Community Foodie provided was bringing landowners and local people together to find suitable growing sites. Help was available to identify the most suitable growing model, accessing legal and technical advice and forging links with other community growing projects. Financial support was also available to get a project up and running.

The evaluation of the Community Foodie project at the end of 2013 found that:

- Community food growing projects clearly have an important place in helping Wales to meet its objectives under food, community and sustainability strategies.
- Programmes of support for community growing and local social entrepreneurs should be created.
- Support should be available for communities to find land for community growing, noting the recent development of the Community Land Advisory Service which will help with land access issues.
- Networking, mentoring, awareness-raising, sharing of best practice of community growing continues to be facilitated at county and sub-regional level.
- If community food growing is to be developed, it will require co-ordinated efforts by many parties.
- Finding finance for initial capital works and ongoing maintenance will be important.

4.0 Current Situational Analysis

The focus has moved on significantly since this work began in 2009. In addition, the context we are working within is changing. As public funds are increasingly under pressure, there is an increasing need to add value and look for joined up ways of working - across borders and increasingly across sectors - e.g. to address tackling poverty and equality of opportunity, health issues, climate change, sustainable development, jobs and skills and tackling unemployment. Local food can link and support these priorities while, at the same time, focusing on the economic impact for local food producers, identifying opportunities to enter new markets and increase sales and jobs.

This section of the study provides an analysis of the current situation (2015) in order to understand the potential and next steps for local food, exploring this within a number of contexts.

4.1 SWOT Analysis

This SWOT analysis was undertaken as a first step in the research to understand opportunities and guide subsequent consultation. It has been developed through a combination of input from local producers as a part of the process to prepare a new Local Development Strategy for rural Bridgend coupled with further desktop analysis.

Strengths	Weakness
<p>Bridgend Local Food Network established.</p> <p>Sub regional brand and co-operative ways of working in place– reach4food. Food Directory online and in hardcopy</p> <p>Local Food is a common theme across a number of RDP's in South East Wales. Local food is high on the agenda at the moment with food campaigns on social media led by organisations such as the NFU and the current TV series <i>Farm to Fork</i> on the BBC.</p> <p>Wide number of organisations involved with food across a number of areas e.g. food production, waste, health, poverty.</p> <p>Good relationship with organisations within the food sector and others areas of work that link to food.</p> <p>A lot of research has been undertaken into the food sector in Bridgend through the last rural development programme along with an innovative trial to strengthen and increase growth in the local food sector.</p>	<p>No regional approach to local produce in place at the moment in the south east – SEWLFT partnership has no continuation finding.</p> <p>No regional approach to the co-ordination of the food sector.</p> <p>Lack of understanding of what different organisations do within the food sector.</p> <p>Lack of understanding how the Food Action Plan for Wales can be delivered at a local and regional level.</p> <p>Lack of understanding at a regional level what local producers there are and what they produce.</p> <p>Marketing of individual businesses and as a group.</p> <p>Selling skills – finding new clients.</p> <p>Lack of market knowledge/info.</p> <p>Small scale/limited volumes to satisfy larger retailers, requires co-operation between</p>

<p>Mainly artisan unique food products & businesses.</p> <p>Local Producers competitive on price.</p> <p>Good range of products, no major gaps.</p> <p>Scale of businesses, from a single person to 10+</p> <p>A good age range of forward thinking passionate producers – younger and experienced.</p> <p>A hunger to grow and expand.</p> <p>Sustainable local production.</p> <p>Environmental benefits.</p> <p>Strategic links developed with Bridgend College educating younger generation/sector skills development</p>	<p>producers across a larger area of South Wales.</p> <p>Lack of support from public sector buyers.</p> <p>Lack of a distribution network to satisfy requirements for retailers, wholesalers, food service and the hospitality trade</p> <p>Seasonality of certain produce.</p> <p>Lack of food appreciation and food culture locally.</p> <p>Lack of high profile restaurant sourcing local produce.</p> <p>Hospitality/food service sector are unit cost driven – require info on cost comparisons & sourcing of local food.</p>
<p>Opportunities</p>	<p>Threats</p>
<p>Food and Drinks Action Plan for Wales provides opportunity for development of the food industry in Wales as well as other priorities around food.</p> <p>RDP provides opportunity to work in collaboration and transnationally.</p> <p>Local food can support a number of agendas e.g. health, poverty and education.</p> <p>Expand the BLFN regionally and include others areas in the food remit such as health, education, retail etc.</p> <p>To work regionally and jointly with local food.</p> <p>Organised cooperative & champion to drive sector forward</p> <p>Business to Business development and strengthen links with tourism sector increasing profile with hospitality sector.</p> <p>A high quality restaurant requiring fresh local ingredients.</p>	<p>Agenda is too big for one project because of all the potential links to be made. Food has a wide remit and can relate to local production, supply chains (retail and hospitality), health and poverty, waste and education.</p> <p>Risk of duplication, there are number of organisations that work in areas that relate to local food.</p> <p>Lack of funding.</p> <p>Lack of local produce champion could mean local produce will continue to be ‘fringe’</p> <p>Producer objectives differ by size and ambition of business</p> <p>Perception that local is expensive with hospitality sector</p> <p>Public sector buyers not supporting local producers.</p> <p>Lack of monitoring of cheap produce supplied to public sector.</p> <p>Growth in supermarket competition</p> <p>Lack of appreciation of seasonality</p>

<p>Linking local clusters (RDP areas) to provide continuity/volume of supply.</p> <p>Uptake by local public sector employers & schools.</p> <p>Engaging with schools to educate the consumers of the future. Free school visits to meet local producers – to learn, see, taste, local produce.</p> <p>Growth through food service/ local hospitality sector and retailers – requires support.</p> <p>Marketing particularly social media.</p> <p>Potential for developing apprenticeships with local food producers in association with Bridgend college – job creation</p> <p>Bridgend College have the potential to deliver projects to support students in poverty.</p> <p>Improvements to local health and well-being through greater awareness of diet & cooking skills using locally sourced ingredients & greater activity/exercise</p> <p>Working more with national organisations at a local level e.g. Federation of City Gardens and Farms and Wales Food Co-op.</p>	<p>Lack of cooking skills to prepare fresh food</p> <p>Convenience vs local outlets</p> <p>Procurement and the difficulties smaller producers experience in gaining contracts</p> <p>Legal issues.</p> <p>Cheaper meat available from abroad e.g. New Zealand lamb.</p>
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4.2 Bridgend Local Food Network Survey

The Bridgend Local Food Network, which is made up primarily of local producers, was involved in a specific piece of research in 2014 which looked at the opportunities to develop innovative ways to strengthen supply chain development in Bridgend.

The research identified that the majority of local producers in Bridgend would welcome joint selling opportunities, support with marketing, support to access more markets and a hub for local produce. The results from the research are still current, so as part of this study the network were asked these follow-up questions to ensure that the results were still valid and to see if there was anything new to add:

1. Would you welcome widening the scope of the BLFN/Reach4food network to a regional level in order to strengthen the network and open new market opportunities?

2. Are there any other areas of support that have not been identified through previous research that you feel the BLFN/Reach4food Network could benefit from in the future?

The survey saw a mainly positive response to question 1. In summary, results highlighted that producers would welcome the opportunity of a widened network:

- To extend opportunities for joint marketing;
- To strengthen opportunities for local producers through economies of scale;
- As it would provide opportunity to share best practice across regions;
- To create a bigger producer base.

Producers would welcome support to access more markets and felt that more emphasis should be placed on engaging tourism organisations to encourage them to purchase more local produce, for example some of the comments included:

“More work needs to be done to ensure that greater emphasis is placed on local produce and support for local producers” Gillian Morgan, Local meat producer, C & G Morgan

“Help with opening up access to new customers for local food producers – assisting growth. It’s getting that link between small local buyers like, pubs, local shops, cafes, hotels, visitor centres etc. If we can achieve sales growth then the money will start to flow and jobs will be created”. Rhys Lougher, Ty Tanglwyst Dairy.

In terms of additional support under question 2, procurement is something the majority of local producers expressed concerns around. Local producers emphasise the difficulties smaller producers experience in gaining contracts and believe more support is needed to get bigger organisations and the public sector supporting local food producers.

4.3 Stakeholder Analysis

A stakeholder analysis has been undertaken to understand who the key players are in relation to local food supply chain development.

Individual meetings plus a study workshop on **‘Supply Chain Development for the Local Food Economy’** have been held with stakeholders as part of this research, the outcomes from the workshop are outlined later in the report.

The table below lists the stakeholders and their remit and how they have engaged with the research for this study. It is envisaged that the stakeholder analysis will change and develop over time and the input and influence of different stakeholders will change as project roles are established.

Stakeholder:	Engagement in this study:	Interest: <i>High/Med/Low</i>	Influence/Rationale: <i>High/Med/Low</i>
<p>Local Producers:</p> <p>Bridgend Local Food Network (BLFN) local producers from Bridgend CB who share best practice and joint selling initiatives.</p>	<p>Representatives of the network have been an instrumental part in evolving this area of work in Bridgend County Borough. The BLFN continues to have a role through attending the workshop for this research and undertaking an online questionnaire.</p>	<p>High</p> <p>This area of work is primarily for the benefit of the network of rural producers within Bridgend County Borough and as this area of work expands regionally it also becomes of interest to producers from other areas.</p>	<p>High</p> <p>The BLFN will need to be engaged with any emerging projects and help steer project implementation. There is a risk that some smaller producers may not be interested in growing their businesses, therefore expectations and solutions will need to be managed.</p>
<p>Welsh Government Departments:</p> <p>Rural Programmes Team, Gail Merriman, Elaine Rowlands. Key contacts for operational elements of RDP delivery.</p> <p>Food Policy Division Ruth Akers, Lisa Penny Strategic direction for food policy in Wales, supporting Ministers and food businesses in Wales.</p> <p>Visit Wales, Dilys Parker Delivers aspects of food tourism development for</p>	<p>Managing the overall funding pot for all RDP activity 2014-2020 including distributing guidance on RDP funding streams.</p> <p>Representatives from the Welsh Government's Food Policy team attended the study workshop and presented the detail of the Food and Drinks Action Plan for Wales to the attendees of the workshop.</p> <p>Aware of the research but not engaged with it. Monitor Destination Management Plans in each area across Wales which all activity connected with tourism will have to align with.</p>	<p>High</p> <p>Welsh Government has recently released details of funding for RDP 2014-2020 which includes a LEADER theme focused on developing local supply chains. It has also just launched the <i>Food and Drinks Action Plan for Wales</i> and <i>Food Tourism Action Plan</i>.</p>	<p>High</p> <p>WG will be a key funder moving forward if co-operation funds are to be sought from LEADER, or other RDP streams. There is also funding available for food businesses in Wales to develop and grow. Visit Wales will play a key role in influencing decision over funding linked with its own priorities and local destination management plans.</p>

Visit Wales.			
<p>SE Wales Rural Development Teams:</p> <p>Reach Rural Development, Bridgend CBC, Nicola Lewis</p> <p>Caerphilly and Blaenau Gwent RDP Team, Kevin Eadon, Phill Loveless</p> <p>Create, RDP Torfaen, Nikki Williams</p> <p>Creative Rural Communities, RDP Vale of Glamorgan, Phil Chappell, Nicola Sumner-Smith</p> <p>RDP Merthyr and Rhondda Cynon Taff, Joanne Nicholas</p>	<p>Lead on this study. Considering options for a rural development LEADER co-operation project.</p> <p>Meetings have been held with the team along with team members taking part in the study workshop. The potential for working regionally with local producers was discussed and Caerphilly RDP will be a key stakeholder with this work moving forward.</p> <p>Torfaen RDP attended the study workshop. Their next programme of RDP will be focused on local food tourism and land based production. Would like to see the regional support for supply chains and marketing opportunities.</p> <p>Attended the study workshop, meetings held between managers, food and tourism are key areas of synergy.</p> <p>A meeting was held with RDP Merthyr and RCT, along with a lot of correspondence through email.</p>	<p>High</p> <p>Interest is high from all RDP programmes in the area due partly to work undertaken in the 2007-2014 RDP programme. It is also evidenced through key synergies around local food development identified in the Local Development Strategies submitted for the new 2014-2020 programme period</p>	<p>High</p> <p>RDP teams have high influence over this activity. They will be key partners in enabling cooperation activity across different LAG areas, particularly across the SE Wales region where co-operation can build on the proposed Cardiff City Region area. Other RDPs therefore have a high degree of influence in the successful development and delivery of co-operation projects.</p>

<p>RDP and Public Authorities in the wider area:</p> <p>RDP Neath Port Talbot Ben Riseborough, Suzette Phillips</p> <p>Powys RDP and Brecon Beacons National Park Lee Price, RDP Manager</p> <p>Swansea Council Community Food and Growing Team. Amanda Owen</p>	<p>The Neath Port Talbot RDP has been a key stakeholder in the consultation workshop and has expressed interest in being involved in a regional approach.</p> <p>Reach attended a Food Tourism workshop at Brecon Beacons National Park which looked at the potential for food tourism and future projects.</p> <p>Looking at the potential of developing a food action plan or food charter and becoming a sustainable food city. A meeting was held to discuss the findings of this research. Common areas of work were identified around community growing. The meeting established opportunities for working together on local producer's projects and work around potentially becoming a Sustainable Food City.</p>	<p>High</p> <p>Each of these stakeholders has evidenced a high level of interest in developing the local food agenda, through previous work or through synergies with their own plans for the foreseeable future.</p>	<p>Med-High</p> <p>These stakeholders are likely to be undertaking projects of a similar nature within their own region, however this does not rule out the potential for co-operation project activity. Partners engaged in co-operation activity will have much stronger influence over the success of this area of work.</p>
<p>Bridgend College, Jane Whattleworth, Steve Peasley, Chris Long</p>	<p>Links with the college have been established around food skills, food tourism and tackling poverty through projects led by the College.</p>	<p>High</p> <p>Local food supply, and other issues such as tackling poverty and accessibility to nutrition are all areas of keen interest for the College, usually led by particular members of staff.</p>	<p>High</p> <p>Bridgend College is a key strategic partner for local food projects in the Bridgend County Borough area. Moving forward it is expected it will continue to lead on projects that emerge from this study.</p>
<p>Private Sector:</p>		<p>High</p>	<p>High</p>

<p>Farming/Primary producers FUW</p>	<p>Meetings have been held with FUW to discuss the potential opportunities of joint working especially where the promotion of local producers is concerned, discussions are in place to hold events to promote local producers. The FUW has members who are local producers from the South Wales area and does a lot of work to promote locally produced food.</p>	<p>The Farmers' Union of Wales is an independent Union which aims to protect and advance the interests of those who derive an income from Welsh agriculture.</p> <p>Med</p>	<p>The farming and primary producer sector are key to the development of the local food sector and will need to be engaged and involved and supported through projects.</p> <p>High</p>
<p>Bridgend Tourism Association (BTA), Eira Edwards, Karl Schmidtke</p>	<p>The BTA have been key stakeholders in the consultation workshop, especially where local produce and the hospitality sector are concerned. It was established that connections between food and tourism and how to attract tourists to the area through local food is key to the growth in tourism. It has been established that return visitors are often food related and the BTA would like to build upon this.</p>	<p>The BTA works to provide a vibrant network of tourism businesses and a strong voice to develop and deliver the Tourism Strategy for Bridgend.</p> <p>Low</p>	<p>The BTA is a representative body for the tourism sector in Bridgend County Borough and will be essential in engaging with the sector on projects that relate to food tourism and the uptake of local produce within the hospitality sector.</p> <p>High</p>
<p>Retail Outlets</p>	<p>The sector has been engaged through previous research in order to understand the challenges and barriers to a sustainable local food supply chain.</p>	<p>It is of interest to local retailers if and when there is a demand from the consumer and a strong business case.</p> <p>Med</p>	<p>The retail sector will be a key stakeholder in achieving the supply of local food.</p> <p>Low</p>
<p>Howell Food Consultancy Nerys Howell</p> <p>F3 Consultants</p>	<p>Engaged in the delivery of projects supporting local produce in the Bridgend County Borough area and more widely across Wales.</p> <p>Produced the evaluation of the Community</p>	<p>There may be opportunities for food consultancies, including these and others, to tender for pieces of work emerging from this study.</p>	<p>Consultancies are not likely to influence this area of work other than being commissioned in a delivery capacity. They will not</p>

<p>Food Adventure, Carol Adams</p>	<p>Foodie project under the RDP 2007-2014.</p> <p>Food Adventure has been engaged through the study workshop and has suggested opportunities for food tourism that can be included in this wider area of work.</p>		<p>influence this decision making.</p>
<p>Consumers</p> <p>Local Customers Local residents either directly purchasing through retail outlets or consuming through local cafes, workplaces, etc.</p> <p>Tourists Visiting customers, either directly purchasing through retail outlets or consuming through hospitality outlets.</p>	<p>No direct engagement or consultation in this study with the beneficiary group. Local consumers may be keen to support their local businesses but other priorities, such as convenience and (perceived) price may come first.</p> <p>No direct engagement or consultation in this study with the beneficiary group. More affluent tourists pay more attention to where their food comes from and are drawn to food provenance.</p>	<p>Med</p> <p>Interest is high among some specific customer groups, however, across the consumer base awareness is generally low. Interest increases as the agenda increasingly achieves media profile.</p>	<p>High</p> <p>Without consumer demand for local produce this area of work seriously risks failure. It is important to understand what consumers are looking for, provenance alone may not be sufficient and goods will need to sell based on a range of attributes.</p>
<p>Other Public Sector:</p> <p>Farming Connect/Cywain Provides farm and forestry businesses with advice, guidance, training and events.</p> <p>Public Health Wales, Beth Preece</p>	<p>Reach have attend the Wales Farming Conference 2015 and the Women in Farming Forum to understand the future of the industry and the opportunities for local producers and how it all fits with the bigger picture and strategic vision for Welsh agriculture.</p> <p>A meeting was held with Public Health Wales to establish links between local food and health. A number of links were established with main</p>	<p>High</p> <p>The farming and primary producer sector is key to the development of the local food sector and will need to be engaged and involved and supported through projects.</p> <p>Med</p> <p>Not direct interest in local produce but: <i>Public Health Wales works to achieve a</i></p>	<p>High</p> <p>Organisations will need to be engaged such as Cywain to understand the opportunities and avoid duplication.</p> <p>Med</p> <p>Public Health Wales will be key in supporting projects that relate to food and health.</p>

	priority being support to tackle obesity through local food initiatives.	<i>healthier, happier and fairer Wales by protecting and improving health and wellbeing and reducing health inequalities.</i>	Public Health Wales will sit on the Bridgend Local Action group and will be able to influence decisions and advise on any projects relating to health.
Third Sector:		High	Med
Federation of City Farms and Community Gardens (FCFCG), Emma Williams	FCFCG were engaged through the study workshop and areas that FCFCG could potentially lead on included opportunities for community growing and increasing access for local food.	Work with community growing groups, all scales from local growing to larger scale enterprises supplying into local supply chains.	The FCFCG will be key in the development of any community growing projects both regionally and locally.
Community Foodie Evanstown, Mark Street	Community Garden based in Evanstown. Mark Street is a member of the LAG in Bridgend County Borough and has led on a community garden project under the Community Foodie project and subsequently the Britgrowers social enterprise based on the adjacent site. Evanstown Community will be an example of best practice.	High Accessing new markets and supporting local people to grow and access fresh food will be an area of direct interest.	Low Mark Street is a member of the Bridgend LAG and will be able to influence decisions and advise on community growing and development.
Sustainable Food Cities	A meeting is due to be held with the Sustainable Food Cities team during July/August. Cardiff is an already established Sustainable Food City and there is opportunity to network and potentially work in collaboration with similar projects. The Sustainable Food Cities approach involves developing a cross-sector partnership of local public agencies, businesses and NGOs committed to working together to make healthy and sustainable food a defining characteristic of where they live.	Low Unlikely to be a partner on the work emerging from this, but can support and advise. The Sustainable Food Cities Network helps people and places share challenges, explore practical solutions and develop best practice on key food issues	Low The Sustainable Food Cities will be key to developing a partnership food approach in the South Wales region.

<p>Groundwork Wales, Bryan Dando Environmental Regeneration Charity.</p>	<p>Groundwork Wales have been engaged through the workshop held for this research and have previous experience in community growing and skills development projects.</p>	<p>High</p> <p>Groundwork Wales will be key in sharing best practice on projects they previously have delivered around local food and potentially as a delivery agent moving forward.</p>	<p>Med</p> <p>Groundwork Wales also sit on the Bridgend LAG and will be able to influence the decision making process for project proposals send to the LAG.</p>
<p>Rural Regeneration Unit (RRU) Debbie Handley</p>	<p>The RRU have attended a LAG meeting in Bridgend County Borough and subsequently attended the study workshop. Further engagement has continued via email. The RRU have a wealth of experience with food co-ops which is something that could be developed further in Bridgend and other areas in South Wales. The suggested opportunity for linking learning, local food, local growing, health, poverty and waste management would be a great project to showcase sustainable development in a practical way.</p>	<p>High</p> <p>RRU are actively looking for opportunities to build on the network built to date. There is opportunity for regional and local work to demonstrate the unique ways that food co-ops and their suppliers in wales contribute to sustainable development.</p>	<p>Low</p> <p>Advisory role. RRU also have developed a method for measuring sustainable development and could apply this to any project we develop to incorporate measuring environmental, economic and social impact.</p>
<p>Slow Food South East Wales (SFSEW). Carol Adams</p>	<p>SFSEW has been engaged through meetings and their attendance at the study workshop. Reach also attended the launch of Slow Food South East Wales to promote local producers of Bridgend. There is opportunity to promote the work that SFSEW are currently undertaking and vice versa.</p>	<p>Med</p> <p>This is a movement which promotes the enjoyment and protection of locally-produced food products and regional cooking. Not directly involved in supporting local food businesses as such.</p>	<p>Low</p> <p>The SLFSEW group has a number of people with expertise in different areas relating to local food and their advice will be key in project development.</p>
<p>Waste Resources Action</p>	<p>Not yet engaged, but BCBC Waste Prevention</p>	<p>Med</p> <p>This expertise is now being recognised internationally</p>	<p>Low</p> <p>WRAP would ideally be engaged with on any projects</p>

<p>Programme (WRAP)</p>	<p>team has links with this organisation. Waste prevention organisation in the UK. They cover many areas of waste including food waste.</p>	<p>and are working with the EU to prevent waste in the food supply chain, are part of the United Nations Think.Eat.Save campaign and are bringing together like-minded organisations to create a global network focussed on making grocery products more sustainable.</p>	<p>relating to waste, if only in an advisory or supportive capacity. Have excellent examples of food waste projects.</p>
<p>Valleys2Coast, Space Saviours Project</p>	<p>Reach attended a workshop they held on community growing projects that are taking place in Bridgend. Further discussion is needed on linking in with other food projects. Non-profit housing association providing affordable housing for people across Bridgend County Borough.</p>	<p>Low</p> <p>Activity tends to focus on housing association land. V2C also run a number of community projects one which includes community growing.</p>	<p>Low</p> <p>V2C will need to be consulted on any community growing projects developed to avoid duplication and make project links and in an advisory capacity where appropriate.</p>
<p>Keep Wales Tidy</p>	<p>Keep Wales Tidy have been engaged with via email but more work needs to be undertaken to understand the direct links or opportunities. Tackling litter is a vital part of Keep Wales Tidy's work, but also targeting the other things that spoil our environment like graffiti, fly-tipping, vandalism, pollution and other the anti-social behaviour in the community.</p>	<p>Low</p> <p>Keep Wales Tidy's goal is to create an environment that's enjoyed by all – where everyone shares responsibility and everyone takes advantage of the world that's on their doorstep.</p>	<p>Low</p> <p>Keep Wales Tidy would need to be engaged with on any projects relating to waste to avoid duplication and make project links and in an advisory capacity where appropriate.</p>
<p>Bridgend County Borough Council Teams:</p> <p>Waste Performance</p>	<p>The waste performance team were engaged</p>	<p>Med</p> <p>Interest is predominantly in</p>	<p>Low</p> <p>The BCBC Waste</p>

4.4 Workshop - Supply Chain Development for the Local Food Economy

A workshop on Supply Chain Development for the Local Food Economy was held on Thursday 21st May 2015 at Bridgend College. The aim of the workshop was to look more in-depth at some of the synergies that had previously been identified through meetings and discussions with partners at a regional level. It also had a purpose of outlining the work already undertaken in Bridgend County Borough and the reasons why local producers in Bridgend are now looking to take their next steps.

Key outcomes for the workshops included addressing how local food connects with wider interests and how a sustainable food economy might link across the partners within the region.

The workshop specifically explored the connection and opportunities between local food and:

- a) Local produce supply chains;
- b) Tourism, hospitality, and retail;
- c) Education;
- d) Poverty and health; and
- e) Waste and carbon reduction.

Furthermore the workshop looked to identify together the opportunities for starting to work collaboratively, about the first steps to making it happen, and identifying where there are gaps in knowledge.

Notes from the workshop have been summarised into the following table so that it can be taken forward as a working document. The table was subsequently sent out to stakeholders who attended the workshop and further comments have been added. It is envisaged that the document can be used to help develop project ideas as opportunities emerge.

Study Workshop Note 1: Local Food

The connection and opportunities for local food producers	Identified opportunities for working collaboratively	Where are there gaps in knowledge	The first steps to making it happen	Who
<p>Local producers to work together regionally to sell and market their local produce, access new markets and strengthen selling opportunities with the aim of shortening the supply chain and cutting out the middle man.</p>	<p>Creation of a regional distribution hub for small distributors.</p> <p>Central resource for local producers on a regional level – contact centre for small businesses.</p> <p>Explore co-operatives to support smaller supplies to access markets.</p> <p>Central resource for local producers on a regional level – contact centre for small businesses.</p> <p>Joint brand - all Wales or regional brand?</p> <p>Regional food network.</p> <p>Study visits.</p>	<p>Understanding which local producers exist across the region.</p> <p>Understanding what support is available for local producers and how to get involved in national organisations and initiatives.</p> <p>Map and collate producers and their production capabilities? Large, bulk, small, micro, artisan?</p> <p>How do producers see their product – where do they see its niche or provenance. Look at support for a regional brand or a national one? – Produce of Wales: South i.e. look at a national level marketing brand with lower level regional provenance identifier.</p> <p>There have been severable notable local success stories which we could learn from using structured benchmarking processes. Their success stories can then be analysed and shared around.</p> <p>Nutritional values are very much to the forefront of debates which</p>	<p>Hospitality research on a regional level to assess:</p> <ul style="list-style-type: none"> • who wants what • what support they require to buy local • Funding • Third Sector • Government • Business support teams • Networking opportunities • Policies • What can we support • Education providers • Advisory boards • How we can get involved regionally on all of the above. <p>A lead person to co-ordinate this.</p> <p>RRU could lead - explore existing networks and co-ordinate this work whilst considering supply chains,</p>	<p>Bridgend RDP Torfaen RDP</p> <p>Hubs and support could be something delivered by Food and Drink Wales or Cywain?</p> <p>Partners in each LA area to feed to a central resource that has capacity to work regionally or nationally.</p> <p>RRU</p>

		influence the sourcing and the value of food products	distribution methods and generating resilience in the local food supply chain.	
Work with hospitality to encourage them to buy local.	<p>Support the sector to take up local food, establish who they market to and support them with marketing e.g menus showing source.</p> <p>Ale Trail across tourism, food, hospitality and accommodation. (include, water, juice, soft drinks)</p> <p>Regional Directory aimed at retail/hospitality sector. Menu ideas for a Welsh breakfast and where to source produce.</p> <p>Pop up food/ Meet the producer – event where people/ tourists/ hospitality/ retail can find out more information about food.</p>	<p>Understanding the requirements of the hospitality sector and what support they need to buy local.</p> <p>Collate a list of regional producer directories that are currently available.</p> <p>Establish a format that suits the retailer and hospitality sectors – what info do they need within it and what format? Digital or Print?</p> <p>The Institute of Hospitality could be explored as a source of past experiences in this are www.instituteofhospitality.org</p>	<p>Undertake research at a regional level to find out who's who and where work can fit.</p> <p>A lead person to co-ordinate this regionally.</p>	<p>Bridgend RDP Torfaen RDP</p> <p>CCBC / Cwm a Mynydd RDP working to pilot Ale Trail within County with the possibility to widen to surrounding areas.</p> <p>CCBC / Cwm a Mynydd are looking to create a digital version of a food and drink guide that can be shared with local businesses and hospitality traders.</p>
Support for local producers with the procurement process and encourage changes in procurement rules to allow opportunities for local producers.	<p>Identifying multiple routes to market</p> <p>Promote changes that need to be made to procurement rules allowing more to buy local.</p>	<p>Look at schemes such as Society of Independent Brewers' Association (SIBA) SIBA Beer Flex scheme that allows customers to buy the products of independent brewers through 17 national pub companies and off-trade retailers. Is this something that would provide value to the region's micro-breweries or something that they already use that</p>	<p>Working with Welsh Government's Food Policy team who are already putting steps in place to make this happen.</p>	<p>Bridgend RDP Torfaen RDP</p>

		<p>we can promote to hospitality providers? Local tastes available through national distribution.... A number of Caerphilly brewers use this and [Caerphilly] are working with hospitality providers to access local brews through the scheme for an 'Ale Trail'.</p> <p>Could a regional distribution company be developed or co-operated on along the lines of Blas ar Fwyd. What are the opportunities or pitfalls in a regional distribution model.</p> <p>Sourcing locally produced food products highlights the challenges brought about by security of supply and logistics. The food supply chain operates on the 'pull' principle i.e. consumer demand 'pulls' the product chain making the retailer/chef a key influencer/ decision maker. These people tend to demand security of supply (including quantities) as an essential pre-requisite to committing.</p>		
Work with the retail sector to encourage them to support local producers.	<p>Joint brand.</p> <p>Regional box scheme in local shops and local produce areas in supermarkets.</p>	Understand the requirements of the retail sector.	Research – Have undertaken customer, retailer and producer interviews identifying the barriers to local food provision in the local retail environment	<p>Bridgend RDP Torfaen RDP</p> <p>CCBC / Cwm a Mynydd RDP are developing a project that builds</p>

			<p>and the views of the public. A limited short study undertaken with South East Wales Local Food Talks and Caerphilly RDP. Report attached but not for public domain (internal and partner approval only).</p> <p>A lead person to co-ordinate this.</p>	<p>on research undertaken during 2014 to introduce locally sourced and produced food into a range of local retail outlets that have branded shelf presence. We would be happy to share the results of this local pilot to the wider group.</p>
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Study Workshop Note 2: Education

The connection and opportunities between local food and education	Identified opportunities for working collaboratively	Where are there gaps in knowledge	The first steps to making it happen	Who
Awareness-raising around local food and benefits of healthy eating.	<p>Regional share awareness campaign around local food, benefits of eating healthy, economical ways of buying and cooking tips.</p> <p>Raise Awareness of existing schemes e.g. Farm Breakfast week, Open Farm Sunday.</p> <p>Community growing projects can provide weekly (sometimes daily) access to</p>	<p>Understanding what campaigns are currently taking place around local food and what can be tapped in to.</p> <p>Groundwork Wales has run Grow it, Cook it, Eat it Programme in Caerphilly Communities First Areas</p> <p>Local food campaigns often focus on businesses – community growing</p>	<p>Research to understand what is going on in terms of education and awareness-raising around local food, understand how this can be built upon and how it can be co-ordinated at a regional level.</p> <p>Ensure community growing projects are kept informed and invited to participate.</p>	<p>Bridgend RDP Torfaen RDP Slow Food South East Wales Food Adventure Bridgend College</p>

	<p>local, seasonal food growing, cooking and eating opportunities as well as physical and mental benefits from outdoor activity. Any regional campaigns should include these projects, thereby engaging a wider community.</p> <p>Supporting Bridgend College to deliver projects relating to local food which is an area of work they are currently undertaking.</p>	<p>provides fresh produce but often in exchange for volunteering rather than money. In terms of engaging a wider audience in food, community growing can help bridge the gap.</p>		
<p>Education around local food and the benefits of local.</p>	<p>Education about food through schools – lesson packs for schools (LFN adapted), local food week (work with parents too), and horticulture shows. Use FCFCG school resource what to do each week.</p> <p>Farming and Countryside Education.</p> <p>Study Visits/ Farm Visits/ Community Garden Visits</p> <p>College courses encouraging more young people into the sector.</p>	<p>Understanding of what education around this is currently taking place regionally.</p> <p>Local food campaigns often focus on businesses – community growing provides fresh produce but often in exchange for volunteering rather than money. In terms of engaging a wider audience in food, community growing can help bridge the gap.</p> <p>Groundwork Wales has run Grow it, Cook it, Eat it Programme in Caerphilly</p>	<p>Workshops with schools via afterschool clubs. Caerphilly RDP undertook a series of workshops as part of FAST (families and schools together) program where local and healthy food was discussed and prepared.</p> <p>Caerphilly RDP also worked with Clybiau Plant cymru / Kids Clubs Wales to develop a series of dietician approved no-cook meal cards (recipies developed by a local producer) for after school clubs use. A 'train the</p>	<p>Bridgend RDP Slow Food South East Wales</p> <p>Food Adventure</p> <p>RRU</p> <p>Bridgend College</p>

	<p>Work with C1st and other groups- cooking skills, fresh cooking.</p> <p>Train the trainer – get cooking skills into the community.</p> <p>Educate of what’s around you, seasonality, what realistic to produce in Wales.</p> <p>School/college growing supplying college canteen.</p>	<p>Communities First Areas.</p> <p>Groundwork Wales previously funded RDP “Routes 2 Life” programme in Caerphilly.</p> <ul style="list-style-type: none"> - Food Growing - Traditional <p>Countryside Skills Training</p> <p>It would be good to know what procurement practices are used by local FE colleges and schools.</p> <p>Links to farms and people – Work with local farmers to create a regional list of ‘open farms’ where schools and public can meet the makers, growers and farmers to understand food in a local context – tie in with national campaigns such as Open Farm Sunday.</p> <p>A mapping of horticulture education has been proposed by the Steering Group of GTF. FCFCG to provide more info when available</p> <p>Community gardens</p>	<p>trainer’ workshop was held with kids club leaders, led by the local chef / producer to give a hands on demo of the no-cook healthy meals. This was underpinned by a follow on local growing workshop also.</p> <p>Existing and/or new co-ops could be utilised as opportunities for participants to gain a qualification linked into running the food co-op. This could also then link with other local producers, strengthening the co-op and providing more local food to customers. Could be run from the college linking in with other educational initiatives and/or leading the work.</p>	
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		provide hands on experience of what Wales can grow. They connect people with food production and raise understanding of benefits and value of local food. Linking up with local growing projects or allotments to provide support to school/college growing		
Community growing.	Community growing – teach people how to produce food.	<p>Knowledge of what community growing initiatives are taking place and how more community growing can be encouraged.</p> <p>TARRAGON Allotments, in Bargoed is an example of a thriving community growing venue from a brown field site.</p> <p>Promotion of growing projects locally by C1st / Schools / Regionally</p>		<p>Torfaen RDP</p> <p>FCFCG can provide details of projects in the region that are registered with us. Could also coordinate mapping of existing/emerging projects not currently engaged with Tyfu Pobl</p>
Explore how technology can be used to educate about food.	Develop the TastED App regionally.			Bridgend RDP & Bridgend College

Study workshop Note 3: Poverty and health

The connection and	Identified opportunities	Where are there gaps in	The first steps to making	Who?
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opportunities between local food and poverty and health	for working collaboratively	knowledge	it happen	
<p>Enable access to fresh food for all.</p>	<p>Regional community growing projects</p> <p>Look for sustainable alternatives to food banks for fresh food supplies.</p> <p>Work regionally with allotments to sell their surplus to local community.</p> <p>There is opportunity for Bridgend College to deliver a local project with support from other organisations to deliver a project to reduce recognised hunger amongst some students.</p>	<p>Groundwork Wales has run Grow it, Cook it, Eat it Programme in Caerphilly Communities First Areas</p> <p>Knowledge of regional and local growing projects – Tyfu Pobl [to check] has a map of all the projects they are involved in – can we add to this.</p> <p>Confusion exists around whether produce from allotments can be sold. This should be addressed in the WG Guidance on Allotments and Community Gardens due Mar 2016</p>	<p>Work with FCFCG and Food Co-op Wales to understand how this could work regionally.</p> <p>Work with local Markets steering group in Caerphilly to source allotment surplus for sale at local markets is a project that is being developed by Caerphilly RDP.</p> <p>See Food co-op learning activity opportunity above. Linking in with the food poverty agenda by shortening supply chains and giving better access. Could be seen to provide a more sustainable alternative to food banks whilst encompassing sustainable development.</p> <p>Encourage more growing projects through LA and RSL's making land available and referring interested groups/individuals to FCFCG for support to</p>	<p>Bridgend RDP Torfaen RDP Groundwork Wales Slow Food RRU FCFCG could lead on these areas if they have the resources required. Bridgend College</p>

			<p>create projects</p> <p>Promote surplus donations and sales to Allotment Associations and Community Growing projects. Create an easy to use mechanism to get fresh produce to where it's needed.</p>	
Poverty and health has strong links to education.	<p>Regional growing projects that allows people to engage and socialise, and learn outdoors in a relaxing environment. Empowering people to help themselves.</p> <p>Support Local Health Boards work around reducing obesity.</p> <p>Bridgend College offer advice and courses around catering and food education.</p>	<p>Groundwork Wales has run Grow it, Cook it, Eat it Programme in Caerphilly Communities First Areas</p> <p>PHW and FCFCG project will inform health trusts of efficacy of community growing</p>	<p>Work more closely with Local Health Services.</p> <p>Potential to link food co-ops and local growing together with a view to healthy eating and healthy activities working collaboratively.</p>	<p>Bridgend RDP Torfaen RDP Groundwork Wales RRU Bridgend College FCFCG already starting to work with PHW to create a framework for using growing projects to tackle health issues. This needs to be recognised by health trusts and the growing projects rewarded for the work they're already doing in this area</p>
Changes in policy	<p>Wellbeing of Future Generations Act will place a duty on public bodies to achieve WFG Goals. Community growing is a clear mechanism to achieve them so this should enable more collaborative working</p>			
Improve the quality of	Changes in procurement.		Work closely with WG	Bridgend RDP

hospital / school foods			Food Policy Department.	Torfaen RDP
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Study workshop Note 4: Waste

The connection and opportunities between local food and waste	Identified opportunities for working collaboratively	Where are there gaps in knowledge	The first steps to making it happen.	Who?
Reusing food waste	Compost recycling scheme	What schemes are in place regionally? Cwm Harry / Cultivate have extensive knowledge of running community composting schemes. They would be able to advise	Research regionally Resilience in the Welsh food supply chain in resource efficient ways.	Bridgend RDP Torfaen RDP
Reducing Food Waste	'Ugly vegetables and forgotten cuts' scheme. Capacity/system to take on surplus produce – e.g. tomatoes used for chutney.	Seasonal gluts could be used to support cooking and preserving classes in local communities, utilizing knowledge that already exists within the community – see Incredible Edible Todmorden for good examples	Research opportunities regionally Food co-ops reduce food waste by influencing the behaviour of suppliers and consumers.	Bridgend RDP Torfaen RDP Slow Food Food Adventure RRU
Food packaging reduction.	Aim to tackle supermarket/ consumer waste. Producer outlets co-op's could reduce fuel and packaging.		Research regionally Food co-ops	Bridgend RDP Torfaen RDP RRU
Reduce energy consumption in food production.			Research regionally	Bridgend RDP Torfaen RDP

4.5 Links to policy and strategy.

This section of the situational analysis provides an overview of relevant policies and strategies that are linked to local food.

Bridgend County Borough has signed up to a **Single Integrated Partnership Plan (SIP), *Bridgend County Together***, that sets out actions aimed at improving the lives of people living, working or studying in the county, focussing on issues such as health, education, employment, the local economy, tourism, crime and the environment. Food has been identified through this study as having links with a number of these areas and will contribute to this plan and specifically fits with the priority that people in Bridgend County are healthier.

Fit for the Future: Regeneration Strategy for Bridgend County 2008-2021 which includes a number of relevant priorities and include:

- Enabling wealth and increasing enterprise.
- Building up skills levels and entrepreneurial attitudes in an active labour force.
- Making a great place to live, work, visit & play.
- Strengthening & renewing infrastructure.

For 2015, Bridgend County Borough Council is consulting on a number of new **Corporate Priorities**:

- Supporting a successful economy: Key outcome: A successful, sustainable and inclusive economy
- Helping people to be more self-reliant: Key outcome: Individuals and families will be more independent and less reliant on traditional council services
- Smarter use of resources: Key outcome: Lean, robust processes; a skilful workforce and capable third /community sector to take on services that meet the needs of citizens

This project proposal will mainly aim to address the first priority of supporting a successful economy by supporting local producers to expand their markets with the aim of developing business growth. Also projects relating to anti-poverty and skills addressed through food related projects will aim to make more people become more self-reliant and move them out of poverty.

The Rural Development Plan (RDP) for Wales 2014-2020 has five key LEADER themes (LEADER is a source of rural development funding with a specific focus on piloting ideas and supporting communities to grow their capacity and knowledge base from the grass roots). These themes have been addressed in Bridgend County Borough's ***Local Development Strategy*** (LDS) which is the strategy for the governance, delivery and monitoring of local rural development in Bridgend. Food projects identified will aim to align priorities against the second LEADER theme: ***Facilitating pre-commercial development, business partnerships and short supply chains*** through:

- Development of local food
- Joint marketing
- Trialling of innovative ideas
- Identifying tourism activities

The priorities within the ***Destination Management Plan*** 2013 – 2017 for Bridgend County Borough include a number of relevant themes for this study:

- Support the development of the tourism product – support better attractions through providing an unique visitor attraction.
- Support the development of the tourism infrastructure - Develop tourism human resources through providing employment, training and volunteering opportunities.
- Raise the profile and attract more visitors to Bridgend County Borough - Promote Bridgend County Borough, Develop a diverse portfolio of events through providing an unique visitor attraction that will host unique events.

The Welsh Government Strategy for Tourism 2013-2020: ***Partnership for Growth*** has a vision that *‘Wales will provide the warmest of welcomes, outstanding quality, and excellent value for money and memorable, authentic experiences to every visitor’*. Food projects will aim to encourage tourists to the region by supporting the development of unique culinary experiences.

The ***Child Poverty Strategy for Wales*** sets out the Welsh Government’s approach to tackling child poverty and improving the outcomes of children and young people living in low income households. Local food projects will aim to tackle child poverty through providing opportunity to improve the lives of young people in poverty.

The South East Wales Regional Strategic Framework - ***Delivering a Future with Prosperity*** has three strategic priorities Place; Business Support & Development; and People & Skills. The framework could be considered as part of any food projects that aim to support local producers and local food business development.

An Action Plan for the Food and Drink Industry 2014–2020 provides a framework within which to build on the work of the producers, hospitality providers and the education sector. This project could enable a stronger commitment to making stronger integration through education, linking with local schools and school communities, to educate the consumers of the future and could potentially fit with activity relating to local producers.

The 2015 – 2020 ***Food Tourism Action Plan*** will build on the activities and knowledge and experience resulting from the 2009 – 2013 Food Tourism Action Plan. The Action Plan is also intended to inform and provide a lead on the

development of future food tourism projects and proposals. The following priority tasks have been identified within the themes below:

- Events and Activities
- Information
- Developing Expertise
- PR and Marketing

5.0 Conclusions and recommendations

5.1 Sharing the Vision

The current situational analysis has shaped an understanding of the potential way forward for local food. The analysis has identified at a regional level the priorities for local food and where there are synergies to evolve the work already undertaken in Bridgend and in other areas. The analysis has identified how work around food on a regional level can have an impact locally, meeting national and local priorities, and most importantly growing the local economy.

From this analysis, the first **recommendation (5.1)** is to create a working vision to: ***‘Achieve a sustainable local food economy, giving everyone the same opportunity to access healthy, locally sourced food, through a collaborative approach’.***

5.2 Collaborate, and start local

The analysis concluded that local food can address issues relating to poverty. There is also a wide range of organisations identified through the stakeholder analysis that undertake work to tackle poverty connected with food that could potentially link in with and support food poverty projects. There has been work undertaken through the RPD programme 2007 – 2014 which aimed to address issues around poverty through community growing and sourcing - working with the community. Tackling poverty at a local level has been previously recognised by Bridgend College who have led in projects relating to food tourism and projects that link local food with poverty.

Recently the college has recognised that an increasing amount of young people are becoming more reliant on food banks. There is also an increasing amount of students that go to college without eating breakfast and this is having an impact on learning, as concentration levels drop dramatically without food.

Therefore the second **recommendation (5.2)** is to create a **Breakfast Club at Bridgend College**. In order to tackle this problem the project proposal is to set up a breakfast club so that young people could have a decent meal before they start college every day. Ideally the college would like to trial the project firstly to monitor its uptake and secondly to monitor and evaluate concentration levels of students.

5.3 Support is needed for the local producer network to grow

The SWOT analysis concludes that local food has a number of strengths to build upon, for example the well-established local producer network Bridgend Local Food Network. A further strength is in the body of research that has been undertaken to understand the opportunities for local food.

Local producers in Bridgend County Borough would welcome the opportunity to expand their network regionally to further grow the local food economy. The stakeholder and workshop analysis identified that there are many key players in all areas relating to local food, identifying that moving forward it will be important to work closer with organisations to ensure delivery regionally. There are other sub regional areas such as Caerphilly and Torfaen who have well-established food producer networks and have undertaken their own research to understand future opportunities. By linking up with other areas there is opportunity for comparisons to be made with these regions, to share best practice and to create a bigger and stronger producer base.

Therefore the third **recommendation (5.3)** is to create a **Regional Local Producer Network**. The recommended function of the network will be to link all local producers together, run meetings, workshops, share best practice and identify the opportunities for new markets through collaboration.

It is also recommended as part of this work that the network facilitate the commissioning of an audit of the local producers in the identified region. In so doing, the network will be in a better position to support the delivery of elements of the *Food and Drinks Action Plan for Wales* and the *Food Tourism Action Plan*. Working together to engage with the retail and hospitality sectors should yield better results by grouping similar producers together.

5.4 Bringing the wider stakeholders together

The analysis has identified that food has a key role in addressing a diverse range of agendas and wider interests. There are a number of organisations that work within the remit of local food but primarily address different areas such as waste, health, poverty and education, and local economic growth. A group of key stakeholders were identified through this research and met to identify where there are shared priorities. There is an appetite for further meetings with stakeholders that attended the workshop to discuss and prioritise identified areas of work into regional projects.

The analysis identified that further research is needed to understand where there are gaps and where there are missing stakeholders that have not yet been identified. The Welsh Government's food policy department has been engaged with the research for this study and has expressed interest in being involved in further meetings to ensure work is aligned with the priorities of the *Food and Drinks Action Plan for Wales* and the *Food Tourism Action Plan for Wales*. There is also opportunity for this work to aim towards the *Sustainable Food Cities* approach, which

involves developing a food partnership committed to working towards a sustainable food system.

The analysis also identified that research needs to be undertaken to understand all sources of support and information relating to food on a Wales level. It was also established that there is a need for research to be undertaken in a number of areas to create an understanding of what is happening around local food, understanding who can deliver certain areas of work and how work can be co-ordinated at regional level to ensure consistency, add value and avoid duplication.

This analysis also suggests that the number of opportunities for local food and wide range of key players that have been identified mean there are too many elements for one clear project to be delivered and it would make better sense to have a number of smaller projects that address different priorities.

The final **recommendation (5.4)** therefore is to **Develop a Regional Food Partnership**. The project would pull together and map all areas of work to add value to existing activity and for key players and partners to work together to deliver a joint approach to local food and it's links with poverty, health, education, waste and the economy. A roadmap or plan of action would enable all partners to add value, develop more opportunities and identify new specific projects for the future.