



Vale of Glamorgan Food Charter and Network Final Report

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Contact Details

Dafydd Thomas
Wellbeing Planner
Director

t 07894 917 533
e dafydd @wellbeingplanner.co.uk
w www.wellbeingplanner.co.uk

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Purpose of this Report

The purpose of this report is to

- Detail the work carried out to develop a Vale of Glamorgan Food Charter and Network Project; and
- Suggest ways to take the project forward.

Summary

The purpose of this report is to explore how it might be possible to improve access and availability of good food in the Vale of Glamorgan; understand how such an intervention could be progressed and identify national and local policies that would be supportive to such an intervention.

From the scoping of the issues and policies aimed at encouraging people to eat a more healthy diet, it is possible to conclude:

- the impacts of a poor diet are many and significant;
- this is a complex issue that requires more than a one off intervention;
- national policies encourage integrated partnerships that need to involve people living in their own communities to 'co-produce their health' in order to alleviate the impacts of a poor diet; and
- local public services have a suite of core indicators that drive their activities in order to improve their local economic, social and environmental wellbeing of their areas - most of which resonate closely with the healthy food agenda, making this issue a timely cross cutting theme for all agencies and sectors to collaborate in order to create change within the Vale.

Cardiff and the Vale Public Health Team would like to establish a Good Food Network for the Vale. The process trailed in the development of this report was to enquire about amongst potential partners about the viability of a Food Network with the following priorities:

- raising awareness of the benefits and importance of eating good food;
- improving access and availability of good food in the Vale of Glamorgan; and
- improving the food systems in the Vale of Glamorgan.

The methodology to inform and steer a Network suggested in this report aligns itself with a number of key recommendations from recent reports and legislation - for example as Transforming Health Improvement in Wales and the Wellbeing of Future Generations Act (Wales) 2015.

The report concludes that the establishment of a Good Food Network could provide the crucible where Good Food interventions for the Vale are able to take shape in a way that engages the local community, kick-starts a resilient economy and supports deprived communities in a mutually beneficial and sustainable way.

The following recommendations suggest how the agenda might be taken forward in the Vale of Glamorgan:

- R1. The Local Service Boards, soon to be replaced by a local Public Service Board as a result of the Wellbeing of Future Generations Act (2015), should review the issues around access and encouragement of healthy food within the Vale and make it a priority for action and resources.
- R2. Enquire of the local Public Service Board and other decision makers within the Vale about their organisational interest in this agenda and the likelihood of them taking action or committing resources at present.
- R3. Work with members of the local public services, voluntary and public sector, to establish a Good Food Network for the Vale, then develop a Good Food Charter for the Vale.
- R4. Link the establishment of a Good Food Network for the Vale with the Local Wellbeing Plan and other legislative requirements or local processes so that its fully integrated into local decision making processes.
- R5. Identify resources for a dedicated officer to establish a Good Food Network for the Vale.
- R6. The Good Food Network should use community asset-based principles in its work.
- R7. Ensure that any interventions that are planned or delivered by the Good Food Network are driven by evidence that demonstrates when things work and provides learning when they don't.
- R8. Use the Sensemaker methodology in the Vale of Glamorgan to better understand the complex relationships that exist within the Vale in the context of food choices and the local food environment. This approach provides an opportunity for individuals and community organisations to be active and involved on this issue locally.
- R9. Run the training in the use of the Sensemaker software, alongside any Good Food Network interventions and use dedicated officer time to adequately support the volunteers who collect the data.
- R10. Use the figures from this report to raise awareness of the issues and to increase understanding of the impact of poor food on the Vale of Glamorgan.
- R11. Develop a Food Insecurity Measure to better understand how limited access to food might link to other national agendas such as poverty or resilience.
- R12. Use the term Inverse Healthy Food Law to communicate the relationship that communities have between needing good food and having access to it.
- R13. Focus the Good Food Vale Network's activities on areas of the most need.
- R14. Explore a Food Entrepreneur Scheme based in the urban areas in order to develop local business but also strengthen urban food resilience across the Vale.
- R15. Make the links between a Good Food Network, the Community Strategy and the implications of the WFG Act, so that any intervention is suitably resourced for long-term change, rather than short term project funding.

I Why Promote Good Food?

1.1 Background

The challenges around access to and use of healthy foods have generated a number of headlines that have included sugar tax, food banks and child obesity. In equal measure, these headlines have inspired a range of organisations and individuals to consider the most appropriate solution to these pressing problems. As Professor Kevin Morgan explains in a report for the Institute of Welsh Affairs (2015), the breadth of problems identified and organisations involved cannot be solved through a single-issue approach, "because food, by its very nature, has a multi-functional character."

The purpose of this report is to explore how it might be possible to improve access and availability of good food in the Vale of Glamorgan; understand how such an intervention could be progressed and identify national and local policies that would be supportive to such an intervention.

In this chapter an overview of the impacts of a poor diet is presented. Following on from that are some of the relevant national and local level policies are highlighted with a discussion on the opportunities detailed at the end of the chapter.

1.2 Overview

It is the intention of the Cardiff and Vale Public Health Team¹ to 'improve access and availability of good food in the Vale of Glamorgan ... which is affordable to further encourage people to eat well.' This is in response to an identified need by the Vale Health and Wellbeing Board, supported by the Joint Cardiff and Vale Health and Wellbeing Board.

With that ultimate objective in mind, here are some of the definitions of what that end goal might actually look like. The Scottish Government² defines good food as 'food which is both tasty to eat and nutritious, fresh and environmentally sustainable.' Garnet and Strong (2014) have the following principles of what a Healthy and Sustainable Diet might consist of:

- Eat a varied balanced diet to maintain a healthy body weight;
- Eat more plant based foods, including at least 5 portions of fruit and vegetables a day;
- Value your food – ask where it comes from and how it was produced;
- Choose fish sourced from sustainable stocks;
- Moderate your meat consumption and enjoy other sources of protein as well as meat;
- Include milk and dairy products in your diet and/or seek out plant based alternatives;
- Drink tap water and
- Eat fewer foods high in fat, sugar and salt.

¹ Wellbeing Activity Grants 2015 - 2016 Proposal Form, July 2015.

² Becoming a Good Food Nation, Discussion Document, The Scottish Government, June 2014.

Other organisations have looked beyond the goal of individual nutritional standards as an area for action. The Fabian Commission's priorities household food insecurity, which they define as 'the inability to acquire or consume an adequate quality or sufficient quantity of food in socially acceptable ways, or the uncertainty that one will be able to do so.' An alternate view might be to look further at increasing the 'capacity of organizations and communities ... to create sustainable local food systems and achieve community food security,³' as a systematic approach to improving the accessibility of good food across a city, county or region.

In the next section, some of the UK wide issues will be noted to help understand why the Cardiff and Vale Public Health Team, the Vale Health and Wellbeing Board, the Joint Cardiff and Vale Health and Wellbeing Board and others feel that encouraging people to eat well is such a priority.

1.3 The Issues

Health

- Ill-health due to unhealthy diets is reckoned to be some fifty times greater than ill-health due to food-borne diseases (Rayner 2002).
- Many chronic conditions – notably coronary heart disease, obesity, diabetes and certain cancers – are linked to poor diets and diet-related disease costs the NHS some £6 billion a year (Foresight 2007).
- On present trends the projected cost of obesity alone could escalate to £49.9 billion a year by 2050 according to the Foresight report, a sum that could threaten the very survival of the NHS as we know it (Foresight 2007).
- Living with poverty and household food insecurity can be a day-to-day struggle and the evidence shows that it leads to a higher likelihood of early death and being more likely to suffer from diet-related diseases (Faculty of Public Health 2005).
- People who are forced to live on an inadequate diet have a significantly increased risk of developing serious health conditions such as cancer, heart disease, obesity and diabetes; they are also more likely to suffer from stress, ill health, poor educational attainment and shortened life expectancy. (Cooper and Dumpleton 2013).
- Malnutrition is associated with a number of socioeconomic factors, including poverty, social isolation and substance misuse. It therefore potentially exacerbates health inequalities (BAPEN 2009).

Public Services

- International research has shown that incidence of household food insecurity comes at a cost to health services. A study of the association between household food insecurity and annual health care costs in Ontario, Canada shows that health care costs were 16 per cent higher than average in households with marginal household food insecurity, 32 per cent higher in households with moderate household food insecurity, and 76 per cent higher in households with severe household food insecurity (Tait 2015).

³ foodnetontario.ca

- Nationally, more than 1.3 million people over 65 suffer from malnutrition due to underlying disease, decreased mobility, limited transport to local shops and poverty (BAPEN 2012).
- The total health and social care bill associated with disease related malnutrition in the UK is in excess of £13 billion a year, most of which is expended on people over 65 years (BAPEN 2009).
- Better nourished patients would lead to reduced complications as well as reduced admissions and length of stay for admitted patients and reduced demand for GP and outpatient appointments. According to NICE Cost Saving Guidance (2012), they estimate that better nutritional care could result in substantial cost savings to the NHS and could amount to 10-20% of the total associated costs of malnutrition.
- People who are forced to live on an inadequate diet have a significantly increased risk of developing serious health conditions such as cancer, heart disease, obesity and diabetes; they are also more likely to suffer from stress, ill health, poor educational attainment and shortened life expectancy. (Cooper and Dumbleton 2013).

Gender Inequality

- Mothers in two parent households are more likely to manage squeezes to household budgets (Tait 2015).
- Women are also much more likely to manage household budget squeezes in single parent households (Tait 2015).
- Women are at greater risk of household food insecurity than men, and are likely to suffer more acutely from the effects household food insecurity than men in the same household (Tait 2015).

Wellbeing

- Households adjust their food budget during tough times – food becomes more about sustenance and survival, rather than a means of promoting good health, self-expression, aspiration, and participation in society (Tait 2015).
- The inability to participate in society and to do the things that most people might take for granted becomes more limited for those who experience not eating or being able to access good food. For example, people may be anxious about inviting guests around to their home for a meal, or even for a cup of tea, because of a lack of resources or the embarrassment associated with it (Tait 2015).

1.4 The Challenge

From section 1.3 it is clear that individuals, their communities that they live in and the services that support struggle with a range of negative impacts that result from having a poor diet. Just from that simple list, it would appear that there are a host of issues that need to be addressed in order to encourage people to eat well. From the outset its important to note that simply providing people with information to promote healthier eating habits is a 'highly dubious approach,' because the fact that they don't act on this knowledge is not because of a lack of information, but 'because their social lives are shaped by deeply embedded practices, habits and routines that collectively constitute the dull compulsion of everyday life' (Morgan 2015).

The Dahlgren and Whitehead (1991) model of the wider determinants of health (see figure 1) illustrates how the social, economic, and physical environments interact with individual factors and behaviors to shape our health and healthy choices, which of course includes our diet.

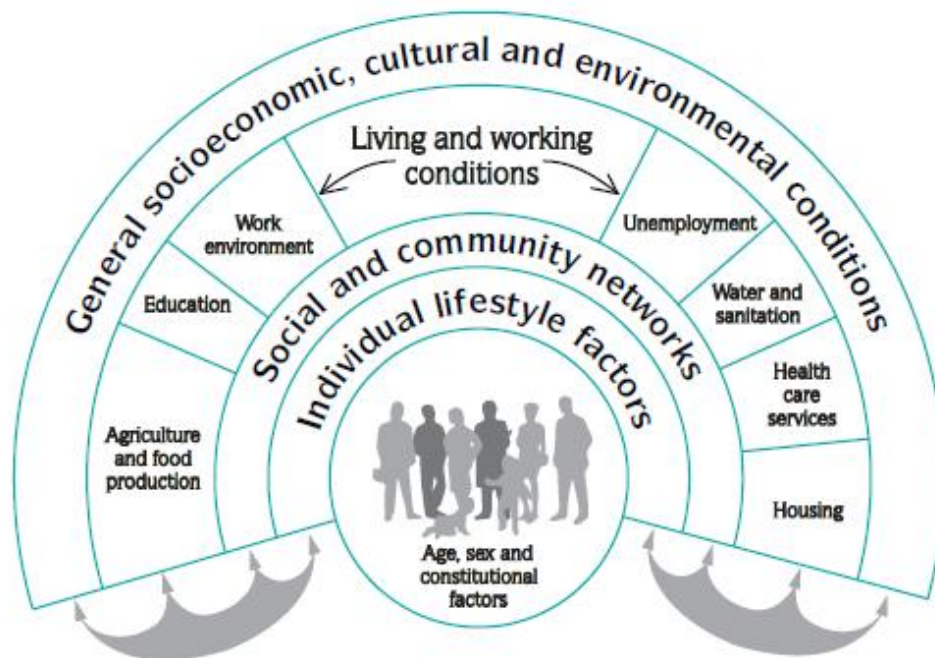


Figure 1: The Dahlgren and Whitehead model

Looking at figure 1, its easy to imagine that how living in a community with few job opportunities, poor housing and limited access to services can have a detrimental impact on an individual's health. These wider determinants of health need to be taken into consideration when trying to encourage people to eat well. For example, evidence suggests that people on a low income are aware of the need to eat fresh produce and are often keen to do so (Cooper and Dumpleton 2013). Yet as Professor Geoff Tansey⁴ put it, 'these individuals find themselves living in food

⁴ Lecture by Professor Geoff Tansey, Chair of the Fabian Commission on Food and Poverty presenting at Cardiff University's School of Planning and Geography lecture on Food Poverty and Power, December 2015.

deserts and fat swamps with few opportunities to change or little choice when it comes to diet.'

The choices people make about food, 'whether that's what food to buy or how to cook, serve or consume it, are all influenced by the environments in which those decisions are made' (Tait 2015). In addition for poorer families, 'healthier food tends to be more expensive than unhealthy food' and 'the struggle to afford other key living costs means many households have to prioritise calories over nutrients' (Jones, Conklin, Suhrcke and Monsivais 2014). In such an environment, no one intervention can hope to make a sustained, long term change to people's diet that will mitigate the impacts mentioned earlier. Or as the report on Transforming Health Improvement in Wales puts it, 'preventive activities which focus on multiple risk factors are more likely to be effective than a single intervention.'

1.5 National and Local Policy Opportunities

With that in mind, the next section of this report will explore some of the policies at a national and local level that support a particular approach to encouraging people to eat well.

The Wellbeing of Future Generations (Wales) Act 2015 is a new law set to improve the social economic environmental and cultural wellbeing of Wales, starting from 1 April 2016. As a result, public bodies listed in Act will need to think more long-term, work better with people and communities and each other, look to prevent problems and take a more joined up approach.⁵

The Act identifies local authorities, local health boards and Public Health Wales as public bodies who must work to improve the economic, social, environmental and cultural wellbeing of Wales. Through law, public bodies must set out and publish "wellbeing objectives" that are designed to maximize their contribution to achieving each of the wellbeing goals and taking all reasonable steps (in exercising its functions) to meet those objectives⁶.

The Wellbeing Goals are listed as:

- A prosperous Wales;
- A resilient Wales;
- A healthier Wales;
- A more equal Wales;
- A Wales of cohesive communities;
- A Wales of vibrant culture and thriving Welsh language; and
- A globally responsible Wales.

The Guidance goes on to say that there are 5 things public bodies need to think about to show that they have applied the sustainable development principle - called the Five Ways of Working:

⁵ Welsh Government, Department for Natural Resources, The Essentials, Guidance on the Wellbeing of Future Generations (Wales) Act 2015, May 2015.

⁶ Part 2 'Improving Wellbeing Section 3 'wellbeing duty on public bodies' paragraphs (1) and (2).

1. Long Term - balancing short-term needs with the need to safeguard the ability to also meet long term needs;
2. Prevention - acting to prevent problems occurring or getting worse
3. Integration - considering how the public body's wellbeing objectives may impact upon each of the wellbeing goals
4. Collaboration - acting in collaboration with any other person (or different parts of the body itself) that could help the body meet its wellbeing objectives
5. Involvement - involving people with an interest in achieving the wellbeing goals and ensuring that those people reflect the diversity of the area which the body serves.

Transforming Health Improvement in Wales was produced by Public Health Wales in 2013 after it had been tasked by the Welsh Government to consider the future direction for health improvement in Wales. The Health Improvement Advisory Group steered the efforts of the organisation and produced a report⁷.

It's difficult not to quote the whole document in this report, but some of the more relevant guiding principles when designing an intervention to encourage people to eat well should, according to the report include:

- assets based - using the skills and resources already available within communities and the individuals within them;
- proportionate to need - providing good core services for everyone with more focused and targeted support where most needed;
- helping people to make their own choices – supporting people to make their own health and well-being choices through community or individual- based interventions;
- integrated – embedding and making services and support come together so users are able to access them more easily; and
- emphasising wellbeing - building on positive messages and not focusing on what people are doing wrong.

The Review drew together a wide range of information to develop recommendations and actions to respond to the challenges of transforming health improvement in Wales. Again the relevant recommendations include:

- Work more closely across policy and with key partners, particularly local government and the third sector;
- Have a deeper understanding of what makes people at risk of poorer health eg geographical location, age, gender, socio-economic position and disability;
- Find ways to work more closely with local people and communities to co-produce health, building on local assets and developing sustainable approaches to fit their needs at different life stages;
- Develop more integrated approaches, co-producing health and well-being with others addressing their combined needs;
- Strengthen integrated working, particularly across public services, through joint health improvement plans, shared budgets and local concordats; and
- Ensure [the sector is] flexible and ready to explore new opportunities that arise from proposed developments.

⁷ Transforming Health Improvement in Wales: Working Together to build a healthier, happier future 2013.

According to the Vale of Glamorgan's Single Integrated Plan, the Community Strategy 2011 - 2021 represents "a coordinated approach to improving the quality of life in the Vale." It identifies ten broad priority outcomes for the Vale, one of which is Priority Outcome 10.

Priority Outcome 10 states, "Health inequalities are reduced and residents are able to access the necessary services, information and advice to improve their wellbeing and quality of life." The lead partnership group on this priority is the Health, Social Care and Wellbeing Partnership. The most relevant aims of the partnership are:

- Promote health and reduce health inequities;
- Enable older people to live as independently as possible;
- Improve the health and wellbeing of vulnerable adults and children; and
- Ensure better joint working between health and social care.

Since 2011 the Vale of Glamorgan's Single Integrated Plan has been focused into the Community Strategy Delivery Plan. The first period adopted by the Local Service Board Partners was 2011-2014. In 2014 the LSB agreed a new delivery plan for the period 2014-18. It was agreed that the delivery plan would focus on tackling poverty and should be aligned to the Welsh Government Anti-Poverty Strategy 'Building Resilient Communities' and has structured activities around the three themes of:

- Preventing poverty;
- Helping people into Work; and
- Mitigating poverty.

Following on from publishing the Delivery Plan, a set of core indicators were developed and agreed by the Vale Local Service Board in June 2015 to ensure "a holistic overview of progress towards delivering the Community Strategy as a whole." The most relevant indicators of the Delivery Plan are:

- CS/CI1 Percentage of residents who feel they are able to influence decisions affecting their local area;
- CS/CI3 Total CO2 emissions per m² for LSB partners;
- CS/CI4 Percentage of municipal waste sent for reuse / recycling / composting;
- CS/CI9 Percentage of all pupils of compulsory school age eligible for Free School Meals;
- CS/CI13 Percentage of economically active people who are unemployed;
- CS/CI14 Rate of new active businesses per 10,000 working age population;
- CS/CI15 Total number of visitors to the Vale of Glamorgan for Tourism purposes;
- CS/CI24 Percentage of low birth weight live births;
- CS/CI26 Percentage of adults reported being obese or overweight; and
- CS/CI28 Life Expectancy at birth.

These core indicators are developed and used by the Local Service Board to chart progress towards delivering the Community Strategy (where as mentioned earlier, is the expression of a council's statutory power to promote the economic, social and environmental well-being of their areas).

Policies and strategies are one thing. Action on the ground is what's required. The next section explores how the many requirements of the policy landscape could

coalesce around a network of interested parties, each willing and able to collaborate in order to encourage people to eat well.

1.6 Conclusion

In summary, from this initial scoping of the issues and policies aimed at encouraging people to eat a more healthy diet, it is possible to conclude:

- the impacts of a poor diet are many and significant;
- this is a complex issue that requires more than a one off intervention;
- national policies encourage integrated partnerships that need to involve people living in their own communities to 'co-produce their health'⁸ in order to alleviate the impacts mentioned in section 1.3; and
- local public services have a suite of core indicators that drive their activities in order to improve their local economic, social and environmental wellbeing of their areas - most of which resonate closely with the healthy food agenda, making this issue a timely cross cutting theme for all agencies and sectors to collaborate in order to create change within the Vale.

The Local Service Boards, soon to be replaced by a local Public Service Board as a result of the Wellbeing of Future Generations Act (2015), should review the issues around access and encouragement of healthy food within the Vale and make it a priority. Committing resources to tackle this issue not only ties in with local and national policy, but to do nothing would result in an unsustainable burden on communities and public services within the Vale.

1.7 Recommendations

- R1. The Local Service Boards, soon to be replaced by a local Public Service Board as a result of the Wellbeing of Future Generations Act (2015), should review the issues around access and encouragement of healthy food within the Vale and make it a priority for action and resources.
- R2. Enquire of the local Public Service Board and other decision makers within the Vale about their organisational interest in this agenda and the likelihood of them taking action or committing resources at present.

⁸ Transforming Health Improvement in Wales 2013

2 How to promote good food

2.1 Background

As mentioned in section 1.1, it is the intention of the Cardiff and Vale Public Health Team to 'improve access and availability of good food in the Vale of Glamorgan ... which is affordable to further encourage people to eat well.' Specifically, the Cardiff and the Vale Public Health Team would like to establish a Good Food Network for the Vale with the view to:

- a) raise awareness of the benefits and importance of eating good food;
- b) improve access and availability of good food in the Vale of Glamorgan; and
- c) improve the food systems in the Vale of Glamorgan.

This chapter will explain the purpose of a Good Food Network; how that Network might collect intelligence to guide its actions and what preparatory work has been carried out on these two issues.

2.2 A Food Network and Charter

Sustainable Food Cities is a multiagency programme funded by the Esmée Fairburn Foundation⁹ involving the development of local cross sector partnerships working together to make healthy and sustainable food more available and accessible. They have developed a tried and tested model for driving positive change, based on the following:

- Establishing an effective cross-sector Food Partnership;
- Embedding healthy and sustainable food in Policy; and
- Developing and delivering a food strategy and Action Plan.

Cardiff and the Vale Public Health Team's ambition to establish a Good Food Network for the Vale ties in very closely with this approach. Experience from similar projects, such as the County Durham Sustainable Local Food Strategy confirms that establishing an independent partnership is key, with 'a collaborative approach [being] essential.' The principle of working across sectors, with communities in an integrated and flexible way is also something that fits perfectly with the recommendations of the Transforming Health Improvement in Wales (2013) report.

North Bay Parry Sound District Health Unit (2013) identified the following areas for their cross sector partnership:

- | | |
|---|------------------------------------|
| - Environmental sustainability and environmental management | - Community economic development |
| - Food production and agriculture | - Sustainable economic development |
| - Health and nutrition | - Consumption |
| - Food security | - Waste management |
| - Land use planning | - Advocacy and education |
| - Local food systems | - Culture |
| - Food access and distribution | - Social justice, social equity |
| - Emergency food | - Celebration of food |
| | - Food skills development |

⁹ <http://sustainablefoodcities.org/about#>

distribution/preparedness
- Food safety

- Education and awareness
- Urban agriculture

According to Sustainable Food Cities¹⁰, once a partnership or network is in place it's important to 'develop an ambitious but achievable food strategy and action plan ... to create an integrated programme that delivers more than the sum of its parts.' In their introductory guide to developing a food action plans, Sustainable Food Cities describe a charter as being one of a number of formats a document might take that describes the priorities of a Food Network in an area like the Vale of Glamorgan:

A charter is usually defined as being a much slimmer document [rather than a strategy], which outlines the local priorities and the basic principles that the local partnership is supporting e.g. Plymouth, Bristol and Cardiff. These have the benefit of taking less time to create, are much more easily digestible and are often promoted as something that other local organisations and businesses adopt in order to show support of the local food vision. As smaller documents that are often widely promoted to the public, they do not go into the detail of activity required to create demonstrable change, and as such are sometimes accompanied by an action plan.

According to North Bay Parry Sound District Health Unit (2013), a Food Charter 'is a value, vision, or principle statement and/or a series of goals developed by a city, town or region that has a broad base of support and describes what a community wants their food system to look like. It is a "reference document" for municipal decision makers.' The Unit also mapped out the common steps to take when developing a Food Charter (see table 1).

Initiate	Initiate interest in the community for a Food Charter through education and raising awareness.
Plan	Begin planning the development of a Food Charter. Seek input on content from the municipality, stakeholders, and the community. A public consultation process should be developed to gather data from all segments of the population and representation across the food system.
Visioning	Hold a Visioning Day to determine the purpose and principles of the Food Charter.
Draft	Develop a first draft of the Food Charter using input from all sources in order to portray the community's vision for their food system.
Revise	Request feedback on the first draft of the Food Charter from the municipality, stakeholders, and community. Continue this process until a document is developed that all parties approve.
Endorsement	Complete a final draft of the Food Charter and seek endorsement from municipalities through proper procedures.
Launch	If successfully endorsed, launch the Food Charter for use in the public. Distribute and advertise the Food Charter. Continue education in the community as you work towards developing a Food Council, food system strategy, or any other related action plan for implementation.

Table 1 - Common Steps in the process of developing a Food Charter
North Bay Parry Sound District Health Unit (2013)

¹⁰ <http://sustainablefoodcities.org/getstarted>

Using the Table 1 as guide, approaches were made to a number of organisations and individuals between October 2015 and February 2016 by the Wellbeing Planner, as a way to initiate interest in a Food Charter and Network for the Vale of Glamorgan. The following individuals were approached:

- Adele Twomey - Barry Communities First Cluster, VOG CBC;
- Hannah Dineen - Planning Department, VOG CBC;
- Rhydian Lloyd - Ysgol Gwain y Nant;
- Sarah Germain - Fair Share Cymru;
- Marie Wyn Elias Jones - Planning and Transportation Services VOG CBC;
- Colin Davies and Team - Barry Communities First Cluster, VOG CBC;
- Natasha Bryl - Barry Communities First Cluster, VOG CBC;
- Parents at Parkside Christian Centre, St Brides Way, Barry;
- Parents at Colcot Primary School, Barry;
- Kathryn Benbow - School Improvement and Inclusion VOG CBC;
- Nona Hexter - Cardiff and Vale Age Connects;
- Carole Adams - Slow Food Movement;
- Linda Pritchard - Vale Voluntary Council;
- Peredur John - Head of Food Policy & Strategy Unit, Welsh Government;
- Lisa Penny - Business Unit Manager FOI and Policy, Food Policy and Strategy Unit, Welsh Government; and
- Phil Chappal, Carol Adams, Nicola Sumner Smith - Regeneration and Planning VOG CBC.

Many of these organisations and individuals were positive and supportive. They wanted to know more detail on how they could specifically contribute to the proposal. From this list, the following organisations would be the first to approach when founding the Network and Charter:

- Fair Share Cymru;
- Age Connects;
- Vale Voluntary Council;
- Welsh Government - Food and Drink Wales;
- Cardiff and Vale Public Health Team;
- Vale of Glamorgan County Borough Council:
 - Communities First
 - School Improvement and Inclusion
 - Regeneration and Planning and
 - Planning and Transportation Services

Using the Table 1 as guide, the next step in developing a Food Charter and Network would be to seek input and content from stakeholders, The next section explores how that could be done using Sensemaker software.

2.3 Informing the Network

Kurtz and Snowden (2003) describe the three basic assumptions that 'pervade the ... theory of decision-making and policy formulation'. They are:

- i. The assumption of order: that there are underlying relationships between cause and effect in human interactions. They imply that the causal links in past behaviour allow us to define best practice for future behaviour.
- ii. The assumption of rational choice: that faced with a choice between alternatives, humans will make a rational decision. In this way their behaviour can be managed - with cheaper foods or education campaigns in this instance.
- iii. The assumption of intentional capability: decision makers assume that things are logical and people do the things they do deliberately.

Snowdon (2004) recognises that as a result, policy makers and programme managers have a tendency to look for best practice solutions and imitate them and give up too early when exploring for other solutions to difficult or complex problems. Goh (2015) concludes that the emphasis in such situations should be not about 'ensuring success or avoiding failure, but in allowing ideas that are not useful to fail in small, contained and tolerable ways.' He goes on to say that the 'ideas that do produce observable benefits can then be adopted and amplified.' He feels that organisations should be more tolerant of failure as this 'is essential in ensuring the resilience of organisations.'

In order to understand to better understand complex change, Snowdon and Cognitive Edge have developed a narrative-based research methodology that enables the capture and analysis of a large quantity of stories in order to understand complex change called Sensemaker. It is a form of meta analysis of qualitative data that bridges a gap between case studies and large-sample survey data. The approach offers a methodological breakthrough for recognising patterns and trends in perceptions, behaviours and relationships.

The methodology involves collecting large numbers of short stories that, together, create a nuanced picture of a given topic, in the same way that many pixels come together to produce a clear image.

The Sensemaker process starts with a story prompt. The open-ended nature of the prompt allows storytellers to share stories of their own choosing and enables researchers to collect narratives on the same topic from a variety of perspectives. Each respondent also gives his or her story a unique title. Following this, respondents convey the meaning of their stories through completing a series of analytical questions called the 'signification framework'.

The signification framework is a set of questions based on predefined topics of interest for investigation that allows the storyteller to analyse his or her own story. Patterns and linkages later emerge during the analytical process, making sense of the diverse and complex stories being shared.

In developing the Food Charter and Network, Cardiff and the Vale Public Health Team commissioned the Wellbeing Planner to use the Sensemaker data collection

methodology to inform key principles of the Charter. The outcomes of this work will be explored in the next section.

2.4 Piloting Sensemaker

In piloting a Sensemaker methodology in the Vale, the Wellbeing Planner worked with a number of volunteers in order to collect their experiences and refine the approach within the Vale. This process consisted of:

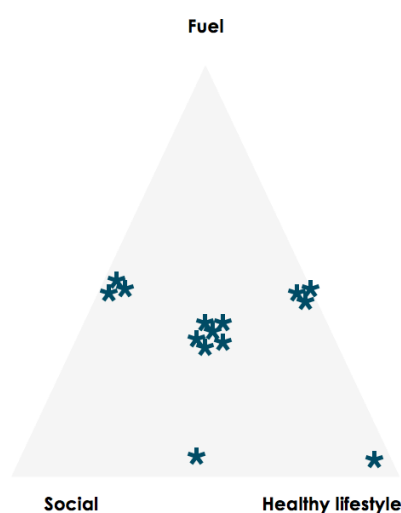
- a training programme for volunteers;
- a draft questionnaire to record participant experiences (see Appendix One);
- some real insights into the challenges of accessing good food for some individuals within the Vale;
- identified the assets that exists within the community. When asked, the participants came up with very many suggestions on how they might help their community support the work of a Food Network; and
- examples of possible partnership working on this issue within the Vale.

In addition to collecting the stories, part of the piloting process focused on developing the means for those sharing their experiences to self index their anecdotes, thereby adding layers of meaning to the data and not just interpreting the content of the anecdotes. The following questions were trailed:

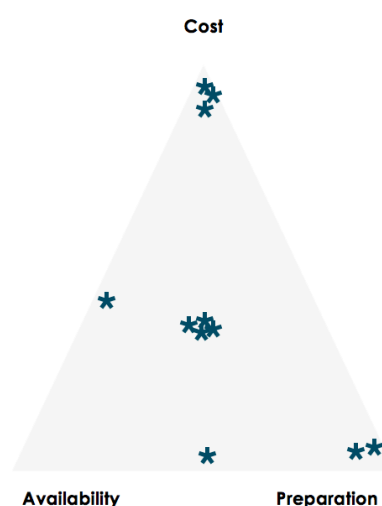
- What do you use food for?
- What are your biggest challenges when it comes to food choices?
- Which factors determine your food choices?
- Who makes decisions about your food choices?

The following diagrams (Figure 2) illustrate how those questions were adapted into 4 signifiers' used during the story collection training at Age Connects.

3. What do you use food for?



4. What are your biggest challenges when it comes to food choices?



5. Which factors determine your food choices?

6. Who makes decisions about your food choices?

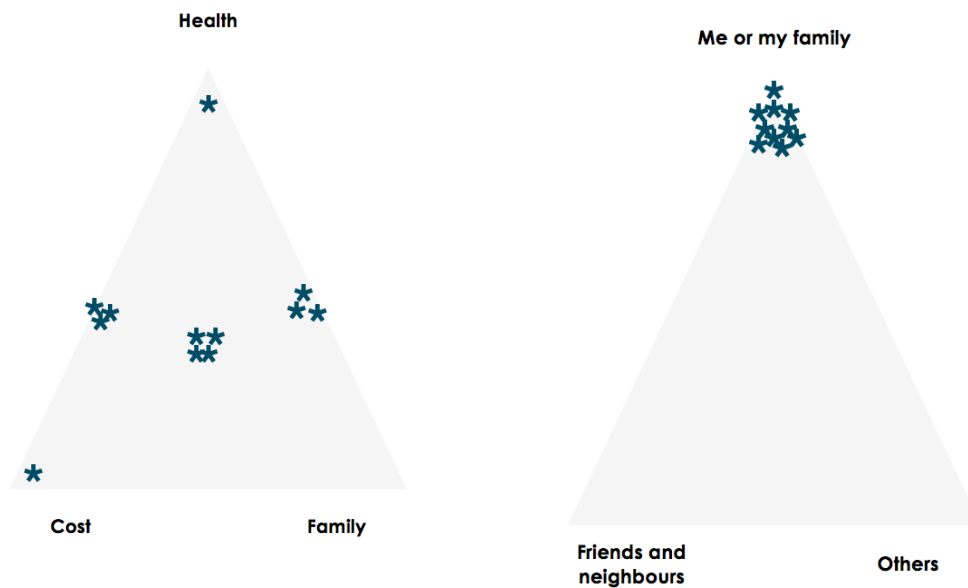


Figure 2: Four signifiers trialed during the piloting phase.

For example questions 3 to 5 (Figure 2) show an interesting spread of issues in relation to food needs, choices and challenges. It shows the potential to illustrate what are the main issues if used on a larger and more heterogeneous sample of the local population. Question 6 shows that decisions about food in this particular group were made by the individuals themselves - this is probably a reflection on the demographics of the group - i.e. of a certain age, possibly living alone or just with a partner and cooking and eating foods that they wanted to.

In trying to bring together a cohort of volunteers who could collect stories about food experiences within the Vale of Glamorgan, there were some obstacles. Specifically:

- Officers from organisations have been willing to use Sensemaker in other parts of Wales as a routine part of their work. In the Vale, there wasn't a great deal of enthusiasm or support from the employees of different organisations as they 'don't have time to listen to people;'
- The voluntary organisations wanted from the start to know how volunteers who would be collecting the food anecdotes would be supported in terms of insurance, lone working, additional training and the person coordinating their activities;
- Some of the volunteers had concerns as to how they might start conversations around food unless there was a context or reason for it to take place. They felt that using the Sensemaker approach might be more useful in the context of a particular project or intervention that was being run by the Food Network members.

2.5 Conclusion

Cardiff and the Vale Public Health Team would like to establish a Good Food Network for the Vale. The process trailed in the development of this report was to

enquire about amongst potential partners about the viability of a Food Network with the following priorities:

- raising awareness of the benefits and importance of eating good food;
- improving access and availability of good food in the Vale of Glamorgan; and
- improving the food systems in the Vale of Glamorgan.

It was decided to drop the specific lines on 'increasing opportunities for food tourism' from the aims of the Food Charter after discussions with officers from the Vale of Glamorgan County Borough Council as it felt like an inappropriate addition or bolt on.

Using Sensemaker as a means to inform the Network's activities was also successfully piloted - although there were some difficulties in recruiting participants to take part in the pilot process. This is due to the lack of certainty going forward with regards to resourcing the Network generally and supporting volunteer 'story collectors' specifically.

The strength of this approach has the following benefits:

- The establishment of a Network aligns itself with some of the key recommendations from the Transforming Health Improvement in Wales report such as 'working across sectors,' 'developing integrated approaches,' 'strengthen integrated working' and being 'flexible and ready to explore new opportunities.'
- Story or anecdote collection is a participative and inclusive activity - and suits the policy landscape for example Transforming Health Improvement in Wales recommendation about co-producing health and well-being' or the Wellbeing of Future Generations Act's statutory five ways of working and wellbeing goals.
- The rich picture on a given topic is generated through a number of narratives brought together to create a large canvas of issues which can be looked into in greater detail by the Network members - which again resonates with the Transforming Health Improvement in Wales report on improving monitoring and evaluation of interventions; and
- The signification framework itself illustrates what the issues are, which when linked back to the stories themselves for patterns linked to the geographic or demographic characteristics of the participants and helps meet Cardiff and the Vale Public Health Team need¹¹ to 'inform the key principles of the Charter.'

¹¹ Wellbeing Activity Grants 2015 - 2016 Proposal Form, July 2015.

2.6 Recommendations

- R3. Work with members of the local public services, voluntary and public sector, to establish a Good Food Network for the Vale, then develop a Good Food Charter for the Vale.
- R4. Link the establishment of a Good Food Network for the Vale with the Local Wellbeing Plan and other legislative requirements or local processes so that its fully integrated into local decision making processes.
- R5. Identify resources for a dedicated officer to establish a Good Food Network for the Vale.
- R6. The Good Food Network should use community asset-based principles in its work.
- R7. Ensure that any interventions that are planned or delivered by the Good Food Network are driven by evidence that demonstrates when things work and provides learning when they don't.
- R8. Use the Sensemaker methodology in the Vale of Glamorgan to better understand the complex relationships that exist within the Vale in the context of food choices and the local food environment. This approach provides an opportunity for individuals and community organisations to be active and involved on this issue locally.
- R9. Run the training in the use of the Sensemaker software, alongside any Good Food Network interventions and use dedicated officer time to adequately support the volunteers who collect the data.

3 A Snapshot of the Vale

3.1 Background

In this next section, Bristol's Food Policy Council Baseline Report has been used to provide a template to capture the most up to date data to better understand some of the opportunities and challenges that exist within the Vale of Glamorgan. The information contained within this chapter represents a first step in to improve local understanding, identify gaps and suggest a way forward for the Good Food Network.

3.2 Where are we now?

The data has been themed according to Bristol's Food Policy Council Baseline Report, using the following themes:

- Transform the Vale's Food Culture
- Safeguard diversity of the food retail sector
- Redistribute, recycle and compost food waste
- Protect key infrastructure for local supply
- Increase the market opportunities for local and region suppliers

a) The Vale's Food Culture:

The indicators here are mainly related to health, eating and cooking practices. To paraphrase the Bristol Food Policy Baseline Report, understanding a food culture starts by examining people's daily interactions with food.

According to Bailey (2015), 21.0% of children aged 4 to 5 years in the Vale are overweight or obese, compared to a national Welsh average of 26.5%. The Cardiff and the Vale University Health Board (2013) identified 20% of the adult population as being obese, compared to a Welsh average of 23%. 54% of adults were overweight, compared to the Welsh average of 58%.

The Vale of Glamorgan Local Service Board Unified Needs Assessment states that in terms of lifestyle behaviours, 'consumption of fruit and vegetables [is] deteriorating and physical activity rates are static.'

All of the maintained Vale of Glamorgan nursery, primary, secondary and special schools and the Pupil Referral Unit are part of the Vale network of Healthy Schools, plus Westbourne private school and Headlands special school. This currently equates to a total of 63¹² sites across the authority.

The Public Health Wales Observatory¹³ (2011) states that 69.7% of babies' are breastfed at birth in the Vale of Glamorgan, compared to a Wales average of 55.5%.

¹² Senior Health Promotion Specialist - Healthy Schools, Public Health Wales, April 2016.

¹³

[http://www2.nphs.wales.nhs.uk:8080/PubHObservatoryProjDocs.nsf/3653c00e7bb6259d80256f27004900db/9a40ed8864abbfd580257c2700583e82/\\$FILE/Children%20and%20YP%20Profile%20Wales%20Population%20and%20Births%20\(Eng\).pdf](http://www2.nphs.wales.nhs.uk:8080/PubHObservatoryProjDocs.nsf/3653c00e7bb6259d80256f27004900db/9a40ed8864abbfd580257c2700583e82/$FILE/Children%20and%20YP%20Profile%20Wales%20Population%20and%20Births%20(Eng).pdf)

Three breastfeeding support groups advertise in the Vale¹⁴ - based in Penarth, Cowbridge and Barry.

No measures or definition for food poverty or household food insecurity were available at this time. But according to Professor David Egan Cardiff Metropolitan University¹⁵ (2013) of the 23 wards in the Vale, 6% of the wards are in the 10% most deprived in Wales. The ward of Gibbonsdown has the highest proportion of children living in poverty at 40%. 16% of 0 - 19 year olds live in relative income poverty in the Vale of Glamorgan. 14% of children and young people in the Vale of Glamorgan are living in severe poverty.

To better understand the economic activity of the Vale population, Professor Egan went on to say that at that time, 29% of working age people are economically inactive, compared to a national average of 27%. 7.6% of working age people are unemployed in The Vale of Glamorgan and in 2011, 17.1% of workers earned £7.20 per hour or less.

b) The Diversity of the Food Sector in the Vale:

Vale of Glamorgan's Food Producer Directory (2016) lists 68 independent outlets of direct producers, cooperatives or sellers of foodstuffs within the Vale of Glamorgan - 11 of which operate in an urban setting, with the remaining 57 situated in the rural parts of the Vale. Table 2 shows the range of food producers known to the local authority, but doesn't give the information on the diverse range of products they produce - from organic vegetables to specialist bakers; home grown and butchered meats; smokehouses; coffee makers and breweries.

<u>Specialist Independent Retailers</u>	
Bakers	8
Butchers	22
Farms	8
Markets	2
Delicatessens	7
Producers of Ice-cream, toffees etc	3
Cereal or vegetable producers	5
Brewers or Vineyards	8
Specialist Outlets like Coffees, Mustards and Chilies	3
Caterers	1
Fishmongers	1
Total	68

Table 2 - Diversity of food producers, Food Producers Directory (2016)

¹⁴

<http://www.cardiffandvaleuhb.wales.nhs.uk/sitesplus/documents/1143/Breast%20feeding%20support.pdf> visited 28 April 2016

¹⁵ Notes from presentation by Professor David Egan Cardiff Metropolitan University at Anti Poverty Event - 11 July 2013 organised by the Children and Young People's Partnership and the Vale of Glamorgan Local Service Board.

According to the CACI Property Consulting Group (2013):

- there are 9 supermarkets in Barry; 3 in Llantwit Major; 4 in Penarth and 1 in Cowbridge - a total of 17 in the Vale.
- the Vale as a whole 'well catered for in convenience provision, although there is notable overrepresentation of off-licences (185% the national average);'
- there is currently no representation of health food specialty stores in the Vale;
- resident spend within the Vale has been assessed at £256 million annually for convenience goods which includes food, drink, medical products and other personal care products, which was further broken down in their report in the following way:
 - Barry is the biggest market and strongest performing sector in the Vale. Its resident convenience market is currently worth £123.2m;
 - The Cowbridge study area currently has a resident convenience spend of £33.3m;
 - The Llantwit Major study area has a resident convenience market worth £29.4m; and
 - The Penarth study area has a resident convenience spend of £94.9m, and is losing £29.0m of this to Barry and Cardiff.

c) Increase food production and distribution

The Vale of Glamorgan Farmers Market is made up of farmers, growers and producers. The markets are held in Cowbridge and Penarth. There is also an annual Food and Drink event in Cowbridge.

There is also a Market Garden in St Hillary.

According to the Good Food Assets for the Vale of Glamorgan 2015, there are four Community Allotment schemes in the Vale based in Cowbridge, Treoes, Barry and Barry Island. Vale of Glamorgan Council is responsible for 8 allotments in Barry; 1 in Rhose and 1 in Cowbridge.

The Community Foodie programme was an initiative jointly developed and delivered as a Co-operation Project between the counties of Torfaen, Bridgend and the Vale of Glamorgan. It began in mid 2011 and ran until the end of 2013. The aim of the programme was to 'engage local people in the growing and celebration of food through a shared interest and understanding.' Community Foodie was designed to offer hands-on support at community level for food growing projects.

In the final report, Michaels, Duthie and Hochberg (2014), describe how the programme has delivered the following in the Vale of Glamorgan:

- four main projects developed, including a community orchard, an new allotment and community open space, and an urban micro - allotment area;
- a wildlife project is being developed;
- six smaller projects assisted through a 'starter kit' initiative; and
- at least 92 people have been involved in the projects although the numbers of participants in only four of the projects in the county are reported.

d) Redistribute, recycle and compost food waste

According to the Vale of Glamorgan (2013) figures, it currently produces 59,780 tonnes of per annum of municipal solid waste (MSW). This breaks down as follows:

- 19,990 tpa of dry recycling;
- 5,459 tpa of food composting;
- 7,124 tpa of garden waste;
- 4,268 tpa of recycled materials collected at, for example, household waste recycling centres;
- 1,866 tpa of composted collected at, for example, household waste recycling centres; and
- 27,019 tpa of landfill.

Food waste composting accounts for 9% of the Vale of Glamorgan waste stream.

According to WRAP (2011), of all the food that is brought into UK homes, 12% is thrown away as avoidable waste. In other words, food and drink that is thrown away that was, at some point prior to disposal, edible.

e) Key infrastructure for local supply

There are 8 farms on the Vale of Glamorgan's Food Producer's Directory producing a variety of foodstuffs within the county.

There are no abattoirs in the Vale of Glamorgan. There nearest facilities are in Maesteg and Monmouthshire.

f) The market opportunities for local and region suppliers

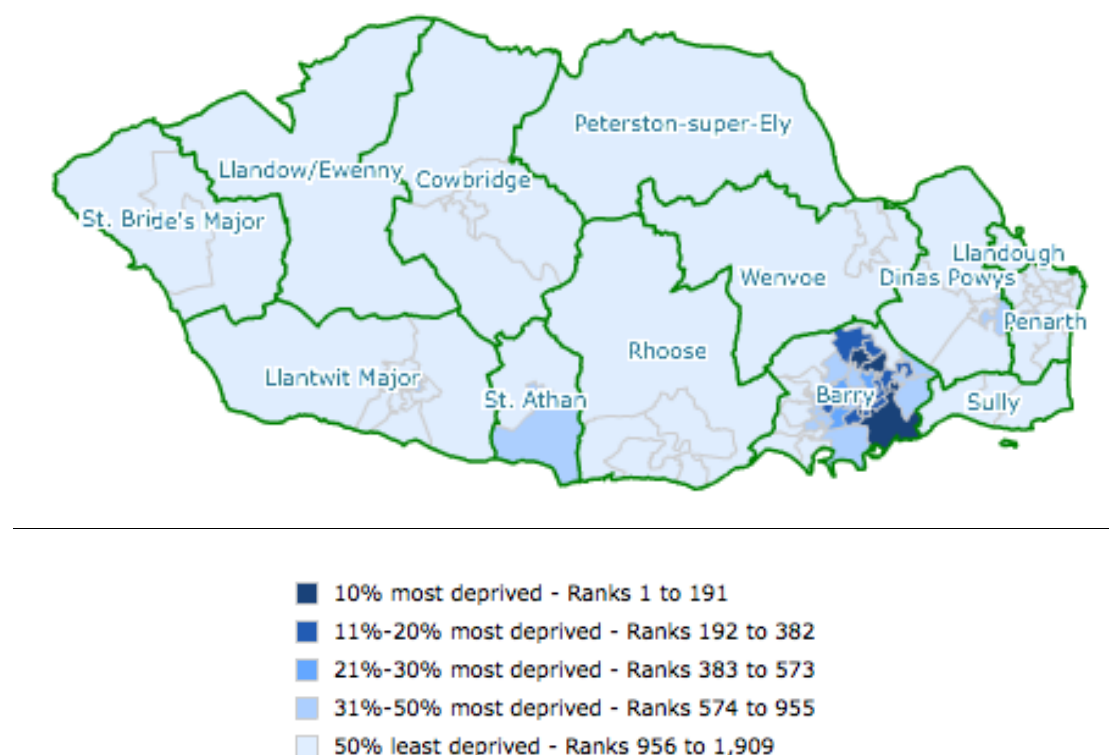
Since February 2008, the Vale of Glamorgan has held Fairtrade County status with 15 catering outlets and over 30 retail outlets serving and selling Fairtrade goods. Cowbridge is also registered as a fairtrade town - coordinated by the Cowbridge United Free Church.

There is one member of the Sustainable Restaurant Association in the Vale of Glamorgan - The Gallery in Barry.

3.3 Discussion

Although some of the indicators in the previous section paint a picture of healthy choices and prosperous consumers of sustainable food in the Vale, there are a number of issues which when looked at in the round, should give some concerns amongst members of the Public Service Board within the Vale. One is the well known high level of deprivation in some of its resident communities and the other being the trends in adult weight increases and low fruit and vegetable consumption, which when viewed together, point to increasing future health and social problems (as listed in section 1.1 of this report). Together they represent an unsustainable strain on the wellbeing of the local economy, environment and community.

Map 1 shows the 23 wards in the Vale. It includes some of the most deprived areas in the whole of Wales in and around Barry. The Welsh Indicators of Multiple Deprivation point to the many factors that impact on health and wellbeing such as low income, low levels of employment, poor health, poor education, low levels of training, limited access to services and poor housing.



Map 1 - The Wards in the Vale of Glamorgan and levels of deprivation

In 1971 Dr Julian Tudor Hart working as a GP in Glyn Corrwg, Neath Port Talbot, came up with Inverse Care Law. He stated that the availability of good medical or social care varies inversely with the need of the population being served. So communities with the highest needs have the least availability of good medical or social care.

In a similar way, there is an inverse relationship between those who have the greatest need for good food having the least availability or access to it. The food deserts and fat swamps described by Professor Geoff Tansey (see earlier notes) are actually describing what should be called an Inverse Healthy Food Law. The overrepresentation of off-licences in the Vale proves the point.

Availability is one thing. What the Bristol Food Policy Baseline Report defines as culture is also worth taking into consideration. For example, the availability of breastfeeding support groups shows a difference depending on levels of affluence between different communities in the Vale. Penarth and Cowbridge have a breastfeeding group each - yet only one group serves the much larger, more deprived conurbation of Barry.

Cardiff and the Vale Public Health Team recognised the need to address health inequalities by stating that a key principle of the food charter 'will be to tackle food poverty and the health inequalities that result from it'¹⁶ by, amongst other things, focusing on areas of highest deprivation.

Another issue to highlight is the large sums of money estimated by the CACI Property Consulting Group relating to annual resident spend for convenience goods in the Vale - which includes an impressive £123.2m in Barry. It would seem that an opportunity exists there for all the agencies to support an intervention that tries to break into the resident spend market and supply healthy and sustainable goods to local consumers based on locally sourced goods produced by local residents who may have received training and support to establish a new business.

The New Economics Foundation 2002 has looked into the multiplier effect of sourcing items locally and supplying items locally. They compared the multiplier effects of shopping for fruit and vegetables in a supermarket and from a local organic 'box scheme.' The results showed that every £10 spent with the box scheme was worth £25 for the local area, compared with just £14 when the same amount was spent in a supermarket. As an example, if the £123.2m spent in Barry were spent in a local scheme, like the box scheme mentioned in the NEF report that would be worth £308m for the local area. This is compelling evidence suggests that if the public sector invested in supporting local producers who could supply local residents and other local buyers, it could be a win-win situation. With such large sums of money, a venture of this kind should be part grant funded and part income generating - again good news at the time of a shrinking public purse.

But who could support this food producing entrepreneurship? Table 2 shows the creative breadth of the food-producing sector in the Vale. It is clear that there are plenty of individuals and companies in the area who could be persuaded to mentor other local initiatives, particularly if their time and effort was paid for - such as a peer-to-peer support network like the Renew Wales scheme¹⁷, scaled down to work at a local level.

¹⁶ Wellbeing Activity Grants 2015 - 2016 Proposal Form, July 2015.

¹⁷ <http://www.renewwales.org.uk/community-groups/project-types/food.asp>

Planning and developing these kinds of interventions could be the bread and butter of a Vale Food Network intervention.

Establishing and supporting a Vale Food Network (VFN) and Charter should be the deliverable outcome that sits where the guiding principles of the Transforming Health Improvement in Wales report 2013, overlap with the statutory requirements of the Wellbeing of Future Generations Act February 2016 and the local Community Strategy Delivery Plan (see below).

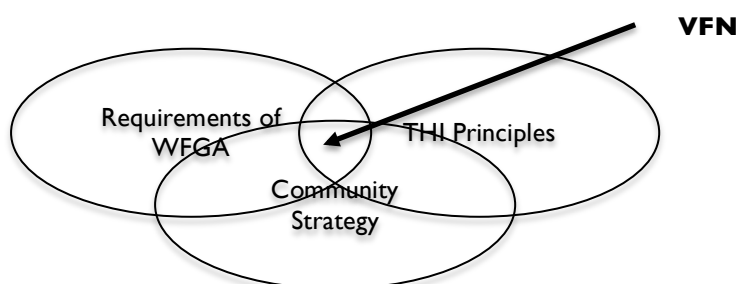


Figure 3 - The Policy Landscape and where to position the Good Food Network for the Vale (VFN)

The Transforming Health Improvements in Wales lists guiding principles for designing an intervention such as:

- assets based - using the skills and resources already available within communities and the individuals within them
- proportionate to need - providing good core services for everyone with more focused and targeted support where most needed
- helping people to make their own choices – supporting people to make their own health and well-being choices through community or individual- based interventions
- integrated – embedding and making services and support come together so users are able to access them more easily
- emphasising wellbeing - building on positive messages and not focusing on what people are doing wrong

The statutory requirements of the Wellbeing of Future Generations Act challenge public sector organisations to think long term, in an integrated way, to collaborate and be inclusive in the achievement of seven Wellbeing Goals that include a more prosperous and more healthy Wales. The Guidance suggests that public bodies could adopt a more 'outcome based approach ... planning your delivery ... in the context of population level outcomes rather than organisational (performance) level outputs.'

Looking at the Guidance in detail, the Network could be a mechanism to deliver on the Act's requirements and to build local public and voluntary sector understanding of the legislation's strategic aim; or resources could be allocated to a Network as part of the financial planning of public bodies 'for the purpose of taking such steps to meet [its] well-being objectives.'

Procurement is another area that warrants more work in light of the Act, under the auspices of a Food Network intervention. The guidance states that public bodies need to be clear how they allocate resources in relation to procurement and adopt the Sustainable Procurement Task Force's definition of sustainable procurement:

“the process whereby organisations meet their needs for good, services, works and utilities in a way that achieves value for money on a whole life basis in terms of generation benefits to the organisation, but also to society and the economy, whilst minimising damage to the environment”.

3.4 Conclusions

The availability and consumption of good food in the Vale of Glamorgan is at a critical juncture. On the one hand, a very diverse sector of local food producers exists, which the more affluent residents of the county can easily access and enjoy because of their financial resources, interest in food and the location of suitable outlets around the Vale.

On the other hand, the lack of availability of good food is having a significant impact on certain communities within the Vale, which is unsustainable in every sense of the word. This inequality will in time become a significant burden to the social and financial resources available in the Vale. Tackling this now aligns perfectly with the policy landscape in Wales and in particular the goals and ways of working of the Wellbeing of Future Generations (Wales) Act 2015¹⁸.

Establishing a Good Food Network could be the crucible where interventions that tackle the fat swamps, food deserts and the 'Inverse Healthy Food Law' take shape. These issues, tackled in this way could engage the local community, kick-start a resilient economy and look to tackle the multiple issues within deprived communities in a mutually beneficial and sustainable way.

3.5 Recommendations

- R10. Use the figures from this report to raise awareness of the issues and to increase understanding of the impact of poor food on the Vale of Glamorgan.
- R11. Develop a Food Insecurity Measure to better understand how limited access to food might link to other national agendas such as poverty or resilience.
- R12. Use the term Inverse Healthy Food Law to communicate the relationship that communities have between needing good food and having access to it.
- R13. Focus the Good Food Vale Network's activities on areas of the most need.
- R14. Explore a Food Entrepreneur Scheme based in the urban areas in order to develop local business but also strengthen urban food resilience across the Vale.
- R15. Make the links between a Good Food Network, the Community Strategy and the implications of the WFG Act, so that any intervention is suitably resourced for long-term change, rather than short term project funding.

¹⁸ Relevant WFGA Goals (a prosperous, resilient, healthier, more cohesive and equal Wales) and Ways of Working (prevention, long term and collaborative).

4 Summary of Recommendations

- R16. The Local Service Boards, soon to be replaced by a local Public Service Board as a result of the Wellbeing of Future Generations Act (2015), should review the issues around access and encouragement of healthy food within the Vale and make it a priority for action and resources.
- R17. Enquire of the local Public Service Board and other decision makers within the Vale about their organisational interest in this agenda and the likelihood of them taking action or committing resources at present.
- R18. Work with members of the local public services, voluntary and public sector, to establish a Good Food Network for the Vale, then develop a Good Food Charter for the Vale.
- R19. Link the establishment of a Good Food Network for the Vale with the Local Wellbeing Plan and other legislative requirements or local processes so that its fully integrated into local decision making processes.
- R20. Identify resources for a dedicated officer to establish a Good Food Network for the Vale.
- R21. The Good Food Network should use community asset-based principles in its work.
- R22. Ensure that any interventions that are planned or delivered by the Good Food Network are driven by evidence that demonstrates when things work and provides learning when they don't.
- R23. Use the Sensemaker methodology in the Vale of Glamorgan to better understand the complex relationships that exist within the Vale in the context of food choices and the local food environment. This approach provides an opportunity for individuals and community organisations to be active and involved on this issue locally.
- R24. Run the training in the use of the Sensemaker software, alongside any Good Food Network interventions and use dedicated officer time to adequately support the volunteers who collect the data.
- R25. Use the figures from this report to raise awareness of the issues and to increase understanding of the impact of poor food on the Vale of Glamorgan.
- R26. Develop a Food Insecurity Measure to better understand how limited access to food might link to other national agendas such as poverty or resilience.
- R27. Use the term Inverse Healthy Food Law to communicate the relationship that communities have between needing good food and having access to it.
- R28. Focus the Good Food Vale Network's activities on areas of the most need.
- R29. Explore a Food Entrepreneur Scheme based in the urban areas in order to develop local business but also strengthen urban food resilience across the Vale.
- R30. Make the links between a Good Food Network, the Community Strategy and the implications of the WFG Act, so that any intervention is suitably resourced for long-term change, rather than short term project funding.

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Vale Food Project

Draft Collector Booklet

Food for the Vale Pilot Project

Taking part in the project is **completely voluntary**. If you don't want to take part, **simply say no**.

If you do want to share your experience, we won't keep any record of your name or address without your permission.

This project is aimed at capturing your experiences to inform services in the Vale of Glamorgan.

For further information please contact:

I. Your name and location will not be shared anywhere, or with anyone, without your permission.

Your name:

Your address:

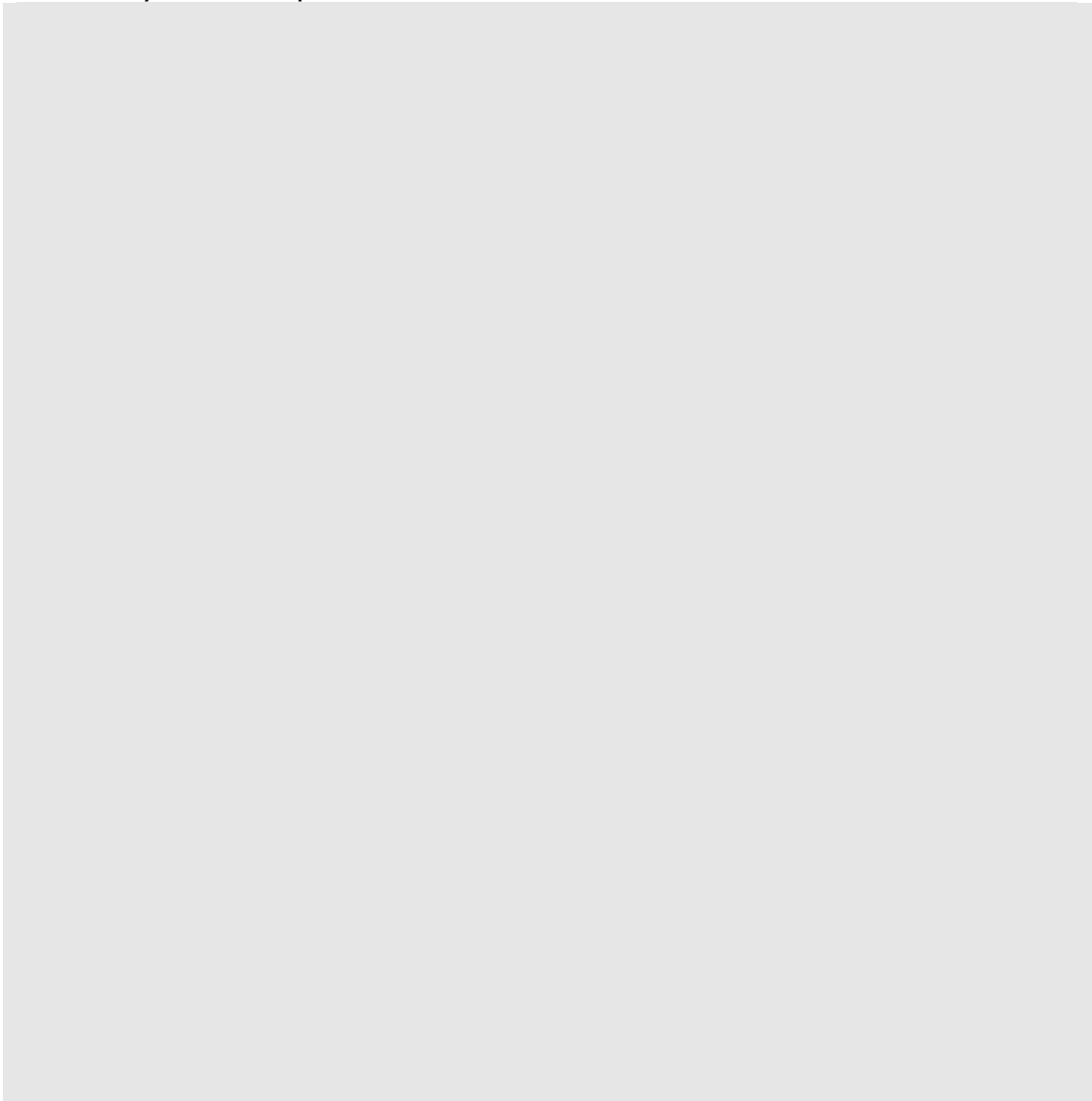
☐

*Tick here if you wish to share your name and address.

If you would you like to be contacted about this, which way would suit you best?

2. Think of a time that made you feel either really good or really bad when you were shopping for food. Why? What happened?

Tell a story or draw a picture with some notes.



Give your story or picture a title:



3. Thinking about this experience, when you were out shopping looking for ingredients were you:

needing something quickly

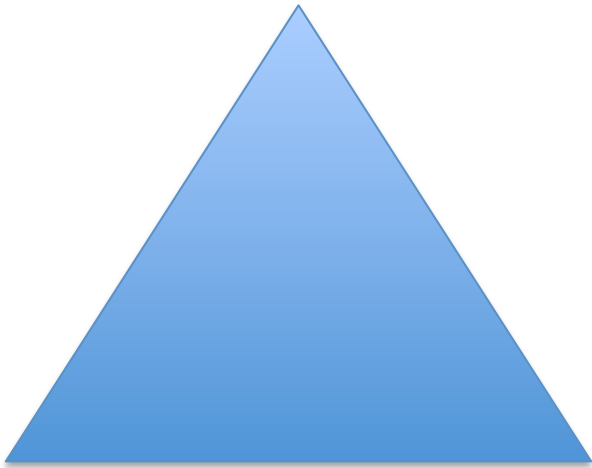


not interested in what you might find searching for bargains

Not applicable ☐

4. Thinking about this experience, when you were out shopping looking for ingredients were you looking for:

quality ingredients



large amounts of ingredients heathy ingredients

Not applicable ☐

5. Thinking about this experience, when you were going to pay for your items were you:

excited about what you'd bought

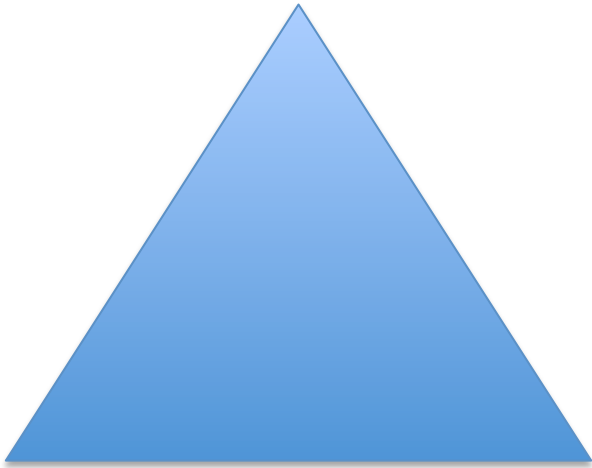


confident you could prepare the ingredients happy you could pay for what was in your basket

Not applicable ☐

6. Thinking about this experience, did you decide what to cook by:

listening to family and friends



do what I always do use other sources of information

Not applicable ☐

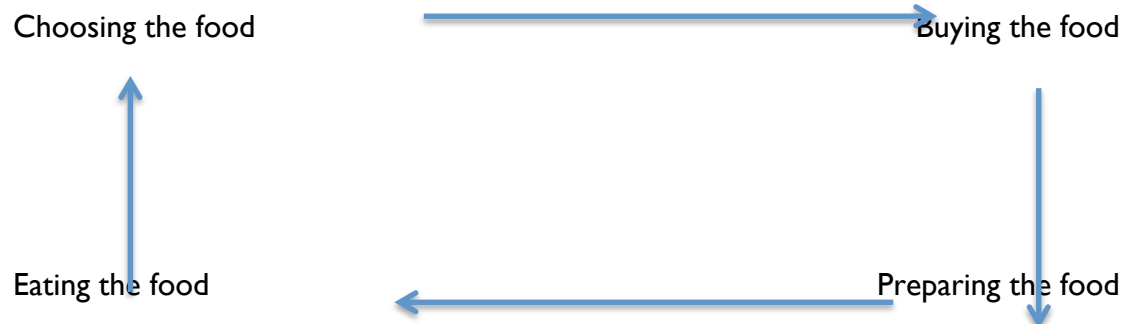
7. Thinking about this experience, when you were out shopping for the ingredients did you (please put a mark on the scale below):

Look for something new	00000000000000000000	Buy what you always buy
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or not applicable ☐

8. Place the following numbered 'stones' where you feel they best describe your experience:

- a - I do this on my own
- b - I do this with others
- c - I find this bit really hard
- d - I find this bit the most fun
- e - This is the biggest problem for me



or not applicable ☐

9. Thinking about your experience, did you (please put a mark on the scale below):

Find everything in one shop	00000000000000000000	Visit many shops to get what I wanted
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or not applicable ☐

10. Thinking about your experience, are the shops you used
(please put a mark on the scale below):

Independents / Small traders	00000000000000000000	Members of the large UK wide chain stores
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or not applicable ☐

11. Thinking about your experience, is what's on offer in your local shops
(please put a mark on the scale below):

Mostly processed food	00000000000000000000	Fresh fruit, vegetables, meat and fish
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or not applicable ☐

12. Thinking about your experience, how did you feel about it?
(please put a mark on the scale below):

Strongly positive	00000000000000000000	Strongly negative
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or not applicable ☐

13. Thinking about your experience, how often does this happen?
(please put a mark on the scale below):

Rare	00000000000000000000	Very often
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or not applicable ☐

14. Thinking about your experience, how long do you think it will stay in
your memory? (please put a mark on the scale below):

Rest of my life	00000000000000000000	Not at all
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or not applicable ☐

15 What is your age?

- 15 - 24 ☐
- 25 - 34 ☐
- 35 - 44 ☐
- 45 - 54 ☐
- 55 - 64 ☐
- 65 - 74 ☐
- +75 ☐
- Prefer not to say ☐

16 What is your marital status?

- Single, never married ☐
- Married or domestic partnership ☐
- Widowed ☐
- Divorced ☐
- Seperated ☐
- Prefer not to say ☐

17 What is your gender?

- Male ☐
- Female ☐
- Transgender ☐
- Prefer not to say ☐

18 Any further comments?

Collector Details:

Name:_____ Email: _____

Phone:_____ Date: _____