



Vale Food Strategy 2025-2030



FOOD Vale

Glossary

Throughout this document, words marked in **bold** have been provided with a corresponding definition here.

Access to good food – access may be affected by a person’s financial circumstances, location, mobility, health, or other cultural and social factors.

Agro-ecological or agroecology – Agroecological food systems are food production systems that apply both ecological (the relationship between plants, animals, humans and the environment) and social concepts and principles (e.g. gender equality, fair pay and working condition) to the design and management of sustainable food and farming systems.

Carbon sequestration – the long-term storage of carbon in plants, soils, geologic formations, and the ocean, occurring both naturally and as a result of human activities

Cash-first approach – a local approach to food insecurity which prioritises income-focused crisis support by means of cash payments, or vouchers if cash payments aren’t available, and advice and support to maximise income.

Community Supported Agriculture – Partnerships between farmers (or a growing project) and the local community.

Circular Food Economy – A circular economy for food mimics natural systems of regeneration so that waste does not exist, but is instead feedstock for another cycle.

Food deserts – Geographic areas lacking direct access to affordable and healthy fresh fruits and vegetables.

Food Security – The measure of an individual’s ability to access food that is nutritious, safe, and sufficient in quantity. This can be measured at a national, community, or individual level.

Food System – The food system is a complex web of activities involving production, processing, transport, and consumption of food. Issues concerning the food system include the governance and economics of food production, its sustainability, the degree to which we waste food, how food production affects the natural environment and the impact of food on individual and population health.

Good food – For the purposes of this document, when we talk about ‘Good Food’, we mean, food that is safe, nourishing, healthy, environmentally sustainable and culturally appropriate.

Health inequalities – Systematic differences in health between groups that are judged to be unfair and avoidable.

Income poverty – When people struggle to meet daily needs, such as food, shelter, sanitation and healthcare, despite being in employment.

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Local food – ‘Local food’ is difficult to define geographically. For the purposes of this document, local food may refer to food within the limits of Vale of Glamorgan, the Cardiff Capital Region, or Wales.

Lower Super Output Areas (LSOAs) – small geographic areas designed to have a similar population size, used in the Welsh Index of Multiple Deprivation (WIMD). There are 1,896 LSOAs in Wales each with a population of about 1,500 people.

Material Deprivation – The enforced inability (rather than the choice not to do so) to pay unexpected expenses, afford a one-week annual holiday away from home, a meal involving meat, chicken or fish every second day, the adequate heating of a dwelling, durable goods like a washing machine, colour television, telephone or car, being confronted with payment arrears (mortgage or rent, utility bills, hire purchase instalments or other loan payments

Public plate – Food served by public institutions e.g. in schools, hospitals and care homes, often referred to in relation to its potential to harness the power of purchase to secure public health, social justice and ecological integrity.

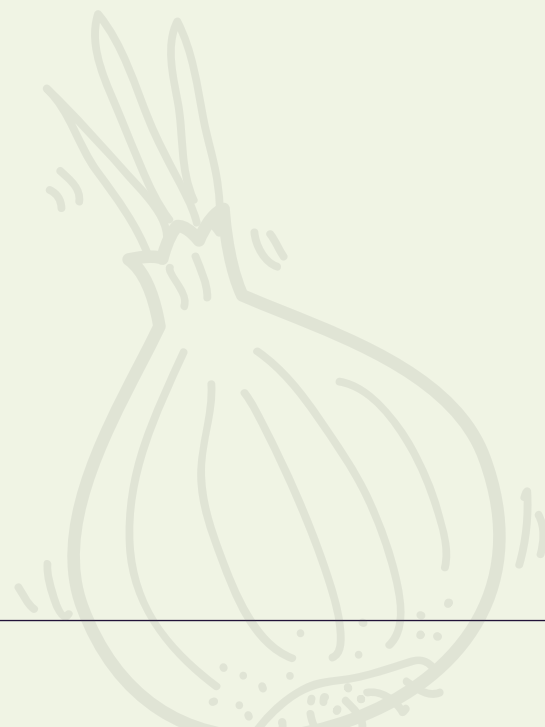
Regenerative agriculture – A holistic approach to farming which seeks to improve the land and surrounding environment by increasing biodiversity and resilience.

Sustainability – meeting the need of the present without compromising the ability of future generations, encompassing environmental, social and economic aspects.

Waste hierarchy – Sets out the order in which options for waste management should be considered based on environmental impact. It is a useful framework that has become a cornerstone of sustainable waste management

Well-being Economy – one that prioritises the wellbeing of our people and our planet

Household food insecurity – ‘Household food insecurity’ (sometimes just referred to as ‘food insecurity’) is defined as the “uncertainty about future food availability and access, insufficiency in the amount and kind of food required for a healthy lifestyle, or the need to use socially unacceptable ways to acquire food.”



Acronyms



CAVUHB
Cardiff and Vale University Health Board

CCC
Climate Change Committee

CFS
Community Food Strategy

GHG(s)
Greenhouse Gas(es)

HFSS
High in Fat, Sugars or Salts

IPCC
Intergovernmental Panel on Climate Change

LDP
Local Development Plan

LSOAs
Lower Super Output Areas

LULUCF
Land Use, Land Use Change and Forestry

PSB
Public Services Board
SFP
Sustainable Food Places

SLM
Sustainable Land Management

VOG
Vale of Glamorgan

VOGC
Vale of Glamorgan Council

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Foreword

Food connects us—to each other, to our health, to our environment and to the land we call home. In the Vale of Glamorgan, we are proud of the foundations we've already built: working with passionate farming communities, thriving local food producers, and inspiring community-led initiatives that have helped start to shape a vibrant, growing local good food movement. From embedding local produce into school menus to hosting food trails that showcase our local food businesses, we've shown what's possible when we work together.

Food is one of the most powerful ways in which we can support our health and well-being, as individuals and communities, both now and for future generations. Yet today, not everyone has equal access to good food, and too many face adverse health outcomes as a result, including physical manifestations such as obesity and diabetes, as well as impacts on mental well-being. This strategy recognises both the challenges and the opportunity to reconnect food with well-being, and aligns firmly with the principles



set out in Cardiff and Vale UHB's Good Food and Movement framework.

We also recognise that food carries meaning beyond good nutrition alone—it shapes our identity, tells our stories, and brings us together. Whether through shared meals, and connecting with local produce, or grass roots school and community growing projects, the social and cultural power of food helps strengthen the fabric of our communities and promotes a well-being economy when it comes to food production and supply. Through this strategy, as well as the Council's [Vale 2030 – Corporate Plan](#), we commit to building strong communities with a bright future.

Our farming sector is also at the heart of our approach. The land and those who steward it are essential to any vision of good food. We must support farmers to thrive, not just as food producers but as key partners in protecting nature, tackling climate change, and sustaining local economies. This strategy recognises that we can only move forward by working closely with our farmers and growers,

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valuing their knowledge, and investing in a future that works for them and the land as part of the Vale's [Project Zero](#) ambitions.

We acknowledge that there are limitations—no single strategy can solve every challenge, and many issues extend beyond our local control. However, by balancing ambition with what is realistic and achievable, we believe that we can make meaningful progress and create lasting change.

This strategy reflects our shared vision for a food system that is fairer, healthier, and more sustainable. It outlines an ambitious yet practical path forward—guided by clear goals, measurable outcomes, and collaborative action—while celebrating our achievements to date and everything that makes the Vale such a unique and vibrant place.

Together, we can build a food system that truly works for people, place, and planet.



Claire Beynon
**Director of Public Health
Cardiff and Vale University
Health Board**



Bwrdd Iechyd Prifysgol
Caerdydd a'r Fro
Cardiff and Vale
University Health Board



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



01 Why do we need a local food strategy?

There is a lot to be proud of already when it comes to our local food system in the Vale. Key highlights include:

- In 2019 the Vale established the arms-length social enterprise Big Fresh Catering Company to manage school meal services, investing profits generated from their corporate and private business back into schools.
- Following a supply chain feasibility study in 2019, Big Fresh was able to identify opportunities to strengthen the local supply chain including switching to a local milk supplier.
- In 2021 the successful Big Bocs Bwyd model launched in schools in the Vale, which sought to tackle food poverty, reduce food waste and teach pupils about healthy eating.
- In 2024 the Vale achieved the rollout of Universal Free School Meals to all primary-school aged

children ahead of the Welsh Government deadline.

- More recently, the county has continued to make progress in getting locally produced agroecological veg into school meals through the Welsh Veg in Schools project.

This strategy provides an opportunity to build on these strong foundations, setting out a trajectory towards our shared vision for the future through ambitious goals, clear outcomes and practical actions.

Food is a tool for wider positive change

Our food system exists at the intersection of many different issues; from climate change and planetary health, to public health and diet-related illnesses. Whilst this renders it a very complex and multifaceted subject, there is also therefore huge potential for the food we eat to have positive effects on our environment and health, which can reduce health care costs.

The Vale Food Strategy 2025–2030 sets out how – by working in partnership and thinking strategically – we can harness the potential of food as a tool for wider positive social, economic and environmental outcomes on a local and regional scale.

People want change in their local food system

The [National Citizen Manifesto](#), developed by the *Food, Farming and Countryside Commission* and due to be launched later in 2025, shows that people want change: with increased leadership across the four nations, healthier food environments, more connected communities, stronger standards, better support for farmers. The contributions captured during the public engagement carried out as part of the development of this Strategy echo this sentiment, and Food Vale will continue to listen to local communities to ensure we can respond to the change that is desired.

01 Why do we need a local food strategy?

Future proof

National Infrastructure consists of those facilities, systems, sites, information, people, networks and processes necessary for a country to function and upon which daily life depends. In the UK, there 13 Critical National Infrastructure Sectors; food is one of them.

Our current food system is extremely fragile and vulnerable to shocks from wider political, economic, health, social, military and environmental events¹. This includes extreme weather events such as drought, flooding and extreme heat which are becoming increasingly frequent and are already causing shortages and increases in the price of commodities. Additional examples include the disruptions to food supplies caused by the Covid-19 pandemic, food inflation resulting from the war in Ukraine and subsequent cost of living crisis. Current and future global geo-political instability will also continue to have an impact on our food systems. By valuing diversity (across all areas of the food system), improving our understandings of local needs and building local capacity

and networks, this Strategy will seek to make a stronger, more resilient local food system. We acknowledge that there may be restrictions to what we can do due to limited resources and the lack of a long-term national food strategy. We also, however, anticipate that this might not always be the case. For example, in 2022 Scotland adopted the [Good Food Nation Act](#) which placed legal duties on local authorities and health boards to produce and report on food plans. The Vale Food Strategy will help us focus on the areas where we can have most impact, as well as enabling us to adapt to future changes in legislation.



02 About Food Vale

Food Vale is a partnership of dedicated individuals, community groups, organisations and businesses working together to build a thriving, healthy and sustainable food system in the Vale. The partnership is hosted within [Cardiff and Vale University Health Board's Public Health Team](#), and has established a cross-sector Steering Group to help guide this work with representatives from directorates across [Vale of Glamorgan Council](#), [Glamorgan Voluntary Services](#), [Cardiff and Vale University Health Board Dietetics](#), [FareShare Cymru](#), the [Vale of Glamorgan Public Service Board](#), [Glamorgan Smallholders](#), [Big Fresh Catering](#), [Natural Resources Wales](#) and [Cywain](#).

We are part of a growing network of food partnerships taking a place-based, systems approach to healthy and sustainable food under the UK-wide [Sustainable Food Places \(SFP\)](#) programme. Across Wales, 22 food partnerships already exist, 10 of which are active members of the Sustainable Food Places programme. Food Vale is able to connect with and learn from food



partnerships from across all four nations, especially with other food partnerships from across Wales through [Food Sense Wales](#) – the national delivery partner of SFP in Wales.

Since first convening in 2017, Food Vale has hosted festivals, run food trails, invested in community food growing projects and food pantries, supported cookery and nutrition skills workshops and gone on to achieve the [Bronze Sustainable Food Places award](#). We also work closely with partners at all levels to ensure that food is embedded in wider strategic work. Anyone can be a part of the Food Vale partnership: once every three months, we host an in person gathering to give everyone the chance to connect, share ideas, and form a collective voice for change.

The Vale of Glamorgan Public Services Board brings together the county's public service leadership and decision makers to improve the well-being of people in the Vale today, and for future generations. The partnership's objectives, actions and priority workstreams are articulated

02 About Food Vale

in their [Well-being Plan 2023–2028](#) with links to our work supporting the achievement of all three objectives (a more resilient and greener Vale, a more active and healthier Vale, and a more equitable and connected Vale). PSB members and Cardiff & Vale UHB Public Health Team have recently published a six-year regional framework and two-year implementation plan entitled 'Good Food and Movement', which all PSB partners are signed up to achieving. In support of healthy weight, and through taking a whole system approach, the vision for Good Food and Movement is to create environments, settings and opportunities that enable good food and movement for everyone.

Food Vale supports calls from the [Future Generations Commissioner](#) for Welsh Government to develop a national food resilience plan to ensure equal access to local, affordable, healthy, and sustainable diets framed within the Well-being of Future Generations Act.

Food Vale would like to thank everyone who has contributed to this strategy, and all those who continue to work – in whatever way they choose – to help us build a healthy and sustainable food system in the Vale.



03 National Context



Wales has devolved political responsibility and accountability for a number of food-related areas of legislation and policy, including: education, environment and planning, economic development, public health, and agriculture. The work of food partnerships and the proposed actions and outcomes outlined in this document align well with these areas.

The food system is vital for the delivery of the [Well-being of Future Generation's \(Wales\) Seven National Well-being Goals](#). Food has been identified as a priority area of focus in the Future Generation Commissioner's Well-being of Future Generations strategy 'Cymru Can', stating that *"from farm to fork, food is critical to achieving Wales' well-being goals from the health of our people and our planet"*. The Commissioner plans to work with public bodies to integrate sustainable food policies within their well-being plans, including developing community food plans, to make improvements at a local, place-based level.

The Welsh Government have recently published the [Wales Community Food Strategy \(CFS\)](#) as their commitment to encourage the production and supply of locally-sourced food in Wales. An overview of the priority Welsh Government policies and activities which directly support the agri-food industry, natural resource management, and wider food related policies across the span of its work for health, education, sustainability, communities and the economy are outlined in the 2024 [Food Matters: Wales](#) publication. In addition to this, since 2022 Welsh Government's Tackling Poverty team have been supporting the cross-sector, systems-led work of food partnerships across Wales. The Welsh Government's ambition to shift the population's diet closer to the Eatwell Guide is captured through their 10 year-strategy [Healthy Weight, Healthy Wales](#), focussed on preventing and reducing obesity. Additionally, the new [High Fat Salt Sugar \(HFSS\) Regulations](#) which are expected to be implemented from 2026 will restrict the ways in which HFSS foods can be promoted.

03 National Context

In 2024, [How Could Wales Feed Itself by 2035?](#) a report from the Wales Net Zero 2035 Challenge Group¹ highlighted how the food system is critical to our success in addressing climate change, the nature crisis and ensuring the well-being of Wales. Public procurement is recognised as a powerful tool with two pieces of legislation introduced in 2023 to provide opportunities for change: the [Social Partnership and Public Procurement Act](#) (Wales) and the [UK Procurement Act](#). The [Net-Zero Wales](#) Carbon Budget 2 2021–2025 is shaped by its statutory reporting commitments, IPCC and CCC recommendations and includes policies and proposals related to Public Sector, Waste Management, Land Use, Land Use Change and Forestry (LULUCF), Agriculture, Industry and Business, Residential Buildings, Transport, Electricity and Heat Generation.

The Welsh Government recognise the importance of agriculture and sustainable food production as well as the important interlinked social and cultural aspects of farming in Wales. The Sustainable Land Management (SLM) objectives

were established in the [Agriculture \(Wales\) Act](#). The SLM objectives are: sustainable production of food and other goods; mitigating and adapting to climate change; maintain and enhance the resilience of ecosystems and the benefits they provide; conserve and enhance the countryside and cultural resources and promote public access to and engagement with them, and to sustain the Welsh language and promote and facilitate its use. The Sustainable Farming Scheme which is currently in the final stages of co-design at the time of writing this strategy, will help achieve these objectives and will reward farmers for actions which align with them.

¹ A group of independent experts selected from across academia, public and private institutions established in 2023 to deliver on a specific commitment in the formal Co-operation Agreement between the Welsh Government and Plaid Cymru.



04 Spotlight on the Vale

Land Use, Waste and the Climate and Nature crises

- The Vale of Glamorgan has a rich agricultural heritage with 75% (24,788Ha) of its land being farmed (in 2020)ⁱⁱ. Whilst recent local data for the breakdown by usage is not available, national data for across Wales is likely to be a fair representation, which in 2024 was: permanent grassland 62%, rough grazing 14%, new grassland 9%, arable crops including horticulture 6%, and other land (including farm woodland, buildings and land not for agricultural purposes) 9%ⁱⁱⁱ. Only 0.1% of land in Wales is used to grow fruit and vegetables – enough to supply one quarter of a portion per person per day. To produce '5 a day' for the Welsh population would need 29 times more land^{iv}.
- The suitability of agricultural land for food production depends on climate, site and soil factors, and is categorised into different grades, with Grade 1 indicating high-yielding land with little or no limitations for agricultural use, to Grade 5 as very



- poor, low quality agricultural land. In the Vale, 7% of our agricultural land is classed as Grade 2; 14.2% is Grade 3A, 35.7% as 3B and 17.8% is Grade 4 (with negligible Grade 1 and Grade 5)².
- Following their declaration of a climate and nature emergency, the PSB produced their Climate Emergency Charter, setting out their key actions for managing and limiting the impacts of climate change, this has been revised and in 2025 a new [Climate and Nature Emergency Charter](#) published. The Council's plan to achieve net-zero by 2030 is captured through the Climate Change Challenge Plan [Project Zero](#). The [Director of Public Health's Annual Report 2022 'Recall of the Wild'](#) acknowledged the importance of biodiversity for human health.
 - In the 'Let's Talk about Life in the Vale' residents survey 2023, 68% of respondents were concerned with the climate emergency and 65% were concerned with the nature emergency. Carbon emissions in the Vale were measured at 7.97 tonnes per person in 2022, a fall on previous

04 Spotlight on the Vale

years, but still 1.47 tonnes higher than the Welsh average^v.

- Addressing the environmental impact of our local food system, including opportunities for increasing **carbon sequestration**, will require adopting sustainable land management practices. Positive progress will be made by working through the Sustainable Farming Scheme and with local farmers and landowners to diversify, and adopt organic, **agro-ecological**, regenerative and/or wildlife-friendly practices. This will generate improvements in productivity, air, water, soil health and biodiversity; reductions in pests and diseases; as well as potentially leading to healthier foods and improvements in farm incomes. This Food Strategy recognises that agriculture is an industry itself which is highly vulnerable to the climate crisis^{vi}.
- Other important ways we can address the climate and nature crisis through our local food system include increasing food literacy to support more sustainable diets, and implementing the **circular food**

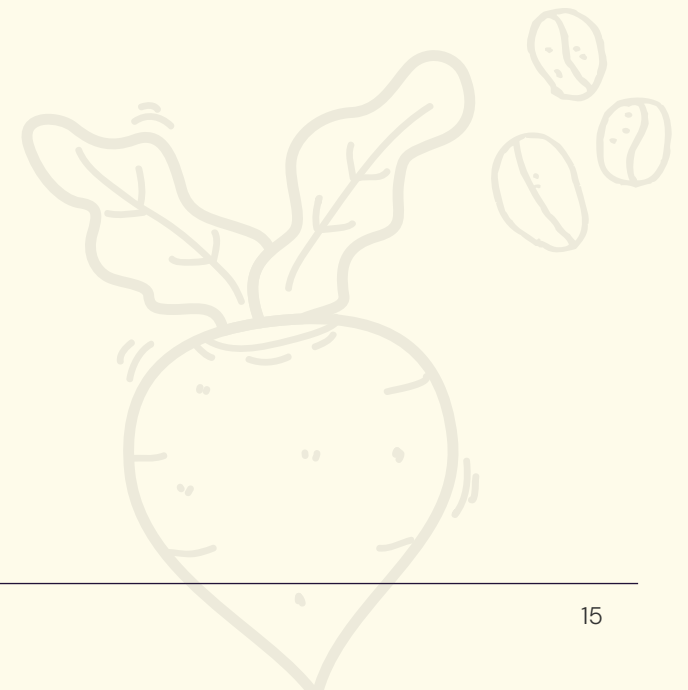
economy e.g. through community recycle/reuse/compost. Since 2017/18 the Vale's recycling rate (including food) has increased from 63.2% to 70.4%, exceeding the statutory recycling rates set by Welsh Government^{vii}.

Local Food Economy

- Shifting to a healthier, more local and sustainable food system makes economic sense: the current 'hidden' external costs of our food system, such as health costs, environmental costs, natural capital degradation, GHG emissions and food loss and waste, are estimated to be £40bn–£96bn per year^{viii}.
- The food sector in Wales has grown rapidly in recent years, valued at £9.3billion in 2023^{ix}. Food-related economic activities in the Vale of Glamorgan include farming and other primary production, manufacture, retail, catering and hospitality. In 2023 there were 5,000 employed in the Accommodation and Food Services industry in the Vale. The local retail sector is seeing a shift away from

retail towards leisure (food, beverage, and entertainment).

- The bulk of livestock production from commercial farms in Wales (likely representative of the Vale) comes from Cattle (Beef and Dairy) and sheep, followed by arable with a smaller concentrated production from poultry (meat and/or eggs) on some units. Agriculture is also important culturally, particularly in the Vale, where the majority of farms are family-run farms which support the prosperity and well-being of rural communities.



04 Spotlight on the Vale



- There are 1251 food businesses registered with the Food Standards Agency. Most businesses (94.2%) in the Vale are classed as micro-businesses (0-9 employees)^x, and there is a small but growing number of horticultural business operations, as well as small-scale food and drink producers, who are demonstrating commitments to sustainable practices as well as innovations in low-carbon methods.
- Food and farming businesses have faced many challenges relating to the 'triple challenge' of Covid-19, climate change and Brexit. The associated changes to trade deals, regulations and immigration policies resulting from Brexit have caused staffing and skills gaps, challenges related to increases in the costs of energy^{xixii}, supply chain gaps, as well as challenges around access to markets and lack of local supply chain infrastructure for primary producers.
- More spend allocated to local food businesses can improve not only the financial sustainability of these businesses but also the local economy overall. Research shows that for every £1 spent with a local small or medium-sized business, around 63p remains in the local economy. This extends to investments into farming – a 2017 report from Development Economics^{xiii} calculated that for every £1 invested in farm support, £7.40 is returned to the economy.
- A key way that public bodies can strengthen our local food economy is by prioritising local, sustainably produced food through public procurement. Sustainable and ethical sourcing of food and drink products along with supporting the local economy and employment is embedded into the Vale of Glamorgan Councils Procurement Policy and Strategy. Public sector food procurement in Wales is worth approximately £84.7 million per annum, with Local Government and NHS Wales together accounting for more than 80% of that.

04 Spotlight on the Vale

Whilst procurement models have traditionally excluded small and local suppliers (currently, 94% of veg in Welsh schools comes from outside of Wales, and none of it is organic^{xiv}), there has been recent progress towards more local and sustainable procurement with a focus on social value and local wealth creation. This will have the added benefit of reducing our dependency on imports via increasingly fragile global food supply chains, therefore significantly improving our food security^{xv}.

Community and health

- The health of our local populations, the food they eat and deprivation levels are strongly interrelated. According to the Welsh Index of Multiple Deprivation, 3 **Lower Super Output Areas** (LSOAs) in the Vale are in the top 10% most deprived areas in Wales, with 7 more in the next 10% (all of which are in Barry). A further 13 LSOAs are in the 30–50th most deprived, including areas typically considered rural such as Dinas Powys 3, St Athan 1 and Llantwit Major 6^{xvi}.

- A combination of inflation, wage stagnation and real-terms cuts to benefits is increasing deprivation levels, further exacerbated by the global Covid-19 pandemic and Cost of Living Crisis. One in five children in the Vale (nearly 5,000) were reported to be living in relative **low-income households** in 2022/23^{xvii}, and the level of adults aged 16+ living in households in **material deprivation** doubled between 2019–2023^{xviii}.
- In the 2024 Vale Food Insecurity survey, 4% of adults reported going hungry because they did not have enough to eat; 14% struggled to have enough food; and 12% worried about having enough food. 33% cited high food cost as the biggest challenge when accessing food, followed by location/distance of places to get food (17%), availability of food (17%), budgeting priorities (17%) and availability of preferred foods (16%)^{xix}. Amongst the top responses to 'what would help them access, cook and eat good food' was 'more opportunities to grow your own food' and 'cooking workshops'. The Priority



04 Spotlight on the Vale



Places for Food Index identified that many areas in the Vale are high priority for supermarket proximity and accessibility, indicative of **food deserts**^{xx}.

- There are about 20 food banks and community food initiatives offering free or low-cost food across the Vale⁵. Between 2023–24 the number of food parcels distributed in the Vale of Glamorgan increased by 2,064 parcels (24%) to 8,662 – the highest increase across Wales. Many initiatives report that they are struggling to meet demand – with Trussell Trust Food banks experiencing a 64% increase in demand in 2023.
- Because healthier foods tend to be more expensive than foods that are high in fat, sugar or salt (HFSS)^{xxi}, we are seeing a rise in diets lacking diversity, with excess or inadequate nutrients and dietary components, or a high proportion of ultra-processed foods. In the Vale, 35% of adults aged 16+ report eating at least five portions of fruit and vegetables a day⁶, and worryingly 46% of 11–16-year olds

report that they eat no fruit and veg at all each day^{xxii}. The percentage of children aged 3–7 reported to eat at least one portion fruit and veg every day is 89% and 70% respectively^{xxiii}.

- There are a range of far-reaching adverse health outcomes associated with poor diets, contributing to lower life expectancy and earlier onset of ill health. These include (but are not limited to) dental caries, type 2 diabetes, cardiovascular disease and some cancers^{xxiv} as well as emerging evidence of adverse impacts on the gut microbiome^{xxv} and impacts on mental health and behaviour^{xxvi}. Approximately 17% of 5-year-olds are overweight and 57% of adults are overweight or obese in the Vale; conditions which in turn are strongly associated with several other health risks and which are projected to cost the Welsh NHS over £465 million per year by 2050 – a cost to society and the economy of £2.4 billion^{xxvii}.
- Food insecurity intersects with many other issues⁷, causing adverse impacts to be disproportionately experienced amongst our most

vulnerable groups, leading to systematic differences in health (**'health inequalities'**) that are judged to be unfair and avoidable, and which are expected to increase.

- This strategy recognises that, to tackle these problems, traditional interventions that target individual behaviours and decisions are unlikely to be sufficient on their own, and instead strategic change addressing the wider economic, social and commercial factors that make it harder to eat healthily will be required.

²Under Paragraph 4.10.1 of Planning Policy Wales states that land of grades 1, 2 and 3a is the best and most versatile, and should be conserved as a finite resource for the future

³Either 'very' or 'fairly' concerned

⁴Identifies neighbourhoods that are most vulnerable to increases in the cost of living and which have a lack of accessibility to cheap, healthy, and sustainable sources of food

⁵A directory of these schemes is available on the Food Vale webpage 'Where can I get support?'

⁶National Survey for Wales, data combined from 2021–22 and 2022–3

⁷For example, socio-economic status, geography, as well as characteristics listed under the Equality Act 2010 such as age, gender, race, disability, sex, sexual orientation and religion and beliefs.

05 Voices from the Vale

Although authored by Food Vale, this Food Strategy is the culmination of many years of conversations with partners across our local food system.

The new five-year strategy has been co-designed to reflect the Vale of Glamorgan's unique opportunities, challenges, communities and economy.

When we first started out on developing a local food strategy, we decided that we wanted it be characterised by the following:

- **Ambitious** – thinking into the long term, not getting caught in the trap of short-term thinking
- **Place-based** – reflecting our local challenges and opportunities, and existing policies/strategies
- **Inclusive** – capturing the shared values of all partners of issues relating to food and farming
- **Realistic** – something that all our partners could sign up to, not something that just sits on the shelf

These values together with the national Well-being Goals and the five ways of working are at the heart of what we do. The five ways of working – Involvement, Prevention, Collaboration, Long-term, and Integration are evident across all our objectives and have been integral to how we have developed our plan.

To launch the process, over [60 people joined together](#) in November 2023 in Barry Memo Arts Centre to discuss the future of food and farming in the Vale. Attendees used [The Three Horizons \(3H model\)](#) – a tool that is widely promoted by Welsh Government and the Future Generations Office to help people think, and better plan for uncertain future(s) – to think about what the food system is like at present, what our vision for 100 years' time would be, and how we might achieve that vision. This was followed by two further engagement events in 2024: one which we [invited students](#) from across the Vale to input on the future of their local food system, and another aimed at local food producers to gain their insights on what needs to be done.

The outcome of these events, alongside the findings from additional engagement with over 500 people on their experiences of accessing food in the Vale of Glamorgan, informed the first draft of the strategy. Whilst these conversations will continue as more partners are brought into the discussions, the input we have had so far has highlighted many overlapping themes, which you will see reflected in our Good Food Goals and Desired Outcomes. The Desired Outcomes will be used as indicators of the success of our strategy. There is a comprehensive action plan with key partners to work towards achieving the vision.



06 What do we want food and farming to look like in the Vale in 100 years' time?

"In the year 2124, the Vale of Glamorgan is home to a sustainable local food system that is healthy, thriving, fair, globally responsible, regenerative and resilient, that actively supports our health and well-being, restores nature and tackles the climate emergency.

Everyone has the resources to access food that is safe, enjoyable, nourishing, seasonal, healthy and culturally appropriate, and can access the spaces and opportunities they need to learn and develop skills in growing, cooking and nutrition.

Everyone is able to shape their local food system, and is committed to playing their part in co-creating a healthy and sustainable food system for all. Communities have the skills and tools they need to build a resilient food culture, and our key institutions lead by example by serving good food in schools, hospitals and workplaces.

In the year 2124, good food has been designed into our spaces, with a vibrant local food economy, and the people who grow, make, sell and serve our food are valued, respected and supported."

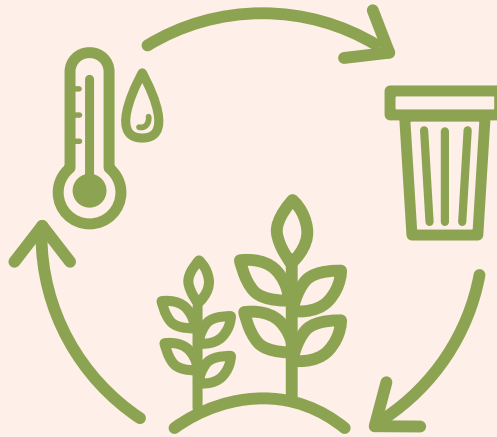


07 Good Food Goals



Fair and Healthy

Everyone in the Vale can access food that supports their health and well-being



Circular food economy

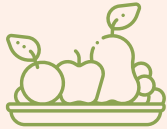
Food is produced and consumed in a way that minimizes our use of the world's resources, contributes to food security, cuts waste and tackles the climate and nature emergency



Community resilience

Communities have the skills and tools they need to build a resilient food culture

08 Desired outcomes by 2030



Enjoyable, nourishing, healthy; and culturally appropriate food can be accessed by all.



People in the Vale see a greater proportion of healthy and sustainable food messages across physical and digital spaces.



More local businesses are growing, producing, selling and serving healthy and sustainable food in the Vale, and these businesses are supported and valued.



More food is produced locally by businesses adopting organic, agro-ecological, regenerative and/or wildlife-friendly practices.



More healthy and sustainable food served on the public plate by harnessing local supply chains.



Food waste is minimised and managed according to the waste hierarchy.



People in the Vale will have more opportunities to learn about and develop skills in growing, cooking and nutrition.



People in the Vale will have more opportunities to grow their own fruit and vegetables, cook and eat together.



There are more opportunities for more voices to be heard in the local good food movement, with more opportunities to influence the food system.

09 Actions

Desired Outcomes	Actions	Lead delivery partners	Timeline	Alignment with Well-being Goals
Enjoyable; nourishing; healthy; and culturally appropriate food can be accessed by all.	1. Work to gain further understanding of lived experience of food insecurity across the Vale and highlight key opportunities to help tackle health inequalities and improve access to good food locally.	Vale Food Insecurity Working Group	Short term	Resilient, Healthier, More Equal, Cohesive communities, Globally responsible
	2. Explore options to adopt a cash-first approach to tackling food insecurity: providing financial assistance directly to residents in crisis, including to people without recourse to public funds.	Vale Food Insecurity Working Group , Vale of Glamorgan Council	Medium term	Resilient, Healthier, More Equal
	3. Expand and strengthen existing services and initiatives aimed at those at risk of or experiencing food insecurity.	Vale Food Insecurity Working Group , CAVUHB Public Health Team, CAVUHB Public Health Dietetics, Big Fresh Catering Ltd, Vale of Glamorgan Council	Ongoing	Resilient, Healthier, More Equal, Cohesive communities, Vibrant culture and thriving Welsh language
	4. Encourage healthier and more sustainable food and drink offerings in convenience stores, vending machines, hot food takeaways or other local retail settings	CAVUHB Public Health Team , CAVUHB Public Health Dietetics, Food Vale	Ongoing	Resilient, Healthier, Globally responsible
	5. Encourage partners to sign up to become Real Living Wage and Real Living Hours Accredited employers for all staff and agency workers.	Food Vale , Vale of Glamorgan Council	Long term	Prosperous, Resilient, More Equal

Desired Outcomes	Actions	Lead delivery partners	Timeline	Alignment with Well-being Goals
A greater proportion of healthy and sustainable food-related messages	6. Develop and implement Healthier Advertising policies where possible to restrict High Fat Sugar Salt advertising across owned/managed sites and assets; gaining insight from communities, young people and wider stakeholders to inform policy change; and explore an agreed definition of 'sustainable' advertising.	Vale of Glamorgan Council , CAVUHB Public Health Team	Medium to long term	Healthier
	7. Use varied communication channels (social media, newsletters and posters etc) in English, Welsh and community languages to raise awareness of nutritious and sustainable food.	Vale Food Insecurity Working Group , Vale of Glamorgan Council, Food Vale, CAVUHB	Ongoing	Resilient, Healthier, Vibrant culture and thriving Welsh language, Globally responsible
	8. Collaborate with partners to map, identify and address areas with high concentrations of fast food outlets across the Vale, particularly where linked to deprivation, and advocate for supportive legislative change from Welsh Government.	CAVUHB Public Health Team , Vale of Glamorgan Council	Medium term Medium to long term	Healthier, More equal, Cohesive communities
More businesses are growing, making, selling and serving healthy and sustainable food in the Vale and these businesses are supported and valued.	9. Champion local businesses which are growing, making, selling and serving food that is good for people, place and planet, and signpost to wider support and opportunities.	Food Vale , Vale of Glamorgan Council, Cywain	Ongoing	Prosperous, Resilient, Healthier, Cohesive communities, Vibrant culture and thriving Welsh language, Globally responsible
	10. Explore opportunities to improve local food supply chain infrastructure, considering facilities for incubator support, business skills training, business promotion, food waste and food packaging collections and the potential development of an agri-hub.	Food Vale , Vale of Glamorgan Council	Medium term	Prosperous, Resilient, Healthier, Cohesive Communities, Vibrant culture and thriving Welsh language, Globally responsible

Desired Outcomes	Actions	Lead delivery partners	Timeline	Alignment with Well-being Goals
	11. Support on-farm diversification and innovation to add value to products to facilitate the implementation of a fair and just transition to the Sustainable Farming Scheme in the Vale.	Food Vale , Vale of Glamorgan Council	Medium to long term	Prosperous, Resilient, Vibrant culture and thriving Welsh language, Globally responsible
	12. Identify Local Development Plan (LDP) policies which impact on good food and farming and explore opportunities to strengthen focus where appropriate as part of the Replacement Local Development Plan.	Vale of Glamorgan Council , Food Vale, CAVUHB Public Health Team	Short term	Prosperous, Resilient, Healthier
More food is produced locally by businesses adopting organic, agro-ecological , regenerative and wildlife-friendly practices.	13. Support existing and prospective local commercial horticultural projects in the Vale to increase the volume of veg produced and find routes to market, with consideration of how activities can align to existing standards as well as other food, waste, energy systems to optimise impact.	Food Vale, Vale of Glamorgan Council	Ongoing	Prosperous, Resilient, Healthier, Globally responsible
	14. Work with partners, landowners (including the Council), existing producers and new agricultural practitioners to explore opportunities to • improve access to land, infrastructure and skills to meet local food demands through local knowledge transfer and peer-learning/mentor programmes. • enhance biodiversity and mitigate/adapt to climate change • Decrease the use of pesticides on partner land, verges and parks.	Food Vale , Vale of Glamorgan Council, Local Nature Partnership	Medium term	Prosperous, Resilient, Healthier, Cohesive communities, Globally responsible

Desired Outcomes	Actions	Lead delivery partners	Timeline	Alignment with Well-being Goals
More healthy and sustainable food on the public plate by harnessing local supply chains.	15. Work with procurement colleagues to i) maximise the social value; ii) minimise the environmental impact of; and iii) create more opportunities to include local, small-scale producers within, public-sector food contracts.	Food Vale , Vale of Glamorgan Council, Big Fresh, CAVUHB	Ongoing	Resilient, Healthier, Globally responsible, Prosperous, More equal
	16. Develop training for all staff involved in food procurement, from procurement teams to catering staff, to raise awareness of the health, carbon, climate and biodiversity impacts of procurement, in order to build knowledge, skills, leadership and trust around local food and seasonality.	Food Vale	Long term	Resilient, Healthier, Globally responsible
	17. Reaffirm the Vale of Glamorgan commitment to being a Fairtrade County and support local towns and communities and work with Town and Community Councils in achieving Fairtrade status.	Vale Fairtrade Community Groups , Food Vale	Short term	More equal, Connective communities, Globally responsible
Food waste is minimised	18. Engage with residents, businesses, organisations and settings such as schools to raise awareness of food waste and recycling via social media campaigns and Community Recycling Champions.	Vale of Glamorgan Council , Food Vale	Ongoing	Resilient, Globally responsible
	19. Work with key partners to review waste contracts and identify key opportunities for reducing, reusing and recycling more food and packaging waste in the Vale according to the Waste Hierarchy.	Vale of Glamorgan Council , Food Vale	Medium term	Resilient, Globally responsible
	20. Develop a mechanism for food waste to be redistributed as compost to community food growing projects.	Food Vale , Vale of Glamorgan Council	Medium term	Resilient, Cohesive communities, Globally responsible

Desired Outcomes	Actions	Lead delivery partners	Timeline	Alignment with Well-being Goals
More opportunities to learn about and develop skills in growing, cooking and nutrition as well as the meaning of sustainable food and farming	21. Conduct a feasibility study to explore potential for developing shared-use community kitchen spaces in the Vale, and draw on findings to implement measures that address need and enable community groups to develop new spaces/make use of existing spaces for the purposes of cooking and eating together.	Food Vale	Short term to medium term	Healthier, More equal, Cohesive communities, Vibrant culture and thriving Welsh language
	22. Support roll out of accessible, free and enjoyable opportunities to learn about nutrition and develop cooking skills across the Vale.	CAVUHB Public Health Dietetics, Food Vale	Ongoing	Healthier, More equal, Vibrant culture and thriving Welsh language
	23. To address skills and staff shortages, audit existing relevant local knowledge and skills across the food system and work with partners to address identified gaps	Food Vale	Long term	Prosperous, resilient, healthier
	24. As part of a Whole School Approach to food, encourage more opportunities to learn about good food (e.g. through farm visits, food growing and cooking activities) and encourage schools to link these to targets relating to their action plans for the Welsh Network of Health and Well-being Promoting Schools (WNHWPS) and Eco Schools programme.	Food Vale, Healthy Schools, Big Fresh, Vale of Glamorgan Council, Healthy Schools, Eco Schools, Local Nature Partnership, CAVUHB Public Health Dietetics	Medium term	Healthier, Cohesive communities, Vibrant culture and thriving Welsh language, Globally responsible

Desired Outcomes	Actions	Lead delivery partners	Timeline	Alignment with Well-being Goals
People in the Vale will have more opportunities to grow their own fruit and vegetables, cook and eat together	25. Map existing allotments and community growing spaces in the Vale to identify access barriers and unmet needs. Use these findings to implement strategic measures that improve participation and address challenges — with the aim of expanding community growing spaces.	Food Vale, Social Farms and Gardens, Vale of Glamorgan Council, Town and Community Councils	Short to Medium term	Healthier, Cohesive communities, Globally responsible and Resilient
	26. Encourage and support communities to take advantage of existing food growing and cooking opportunities, as well as developing new opportunities where appropriate.	Food Vale	Ongoing	Healthier, Cohesive communities, Vibrant culture and thriving Welsh language
	27. Ensure all four town placemaking plans incorporate a positive narrative and actions around building and supporting sustainable food networks locally and work with communities to implement actions.	Vale of Glamorgan Council , Food Vale	Short term	Cohesive communities

Desired Outcomes	Actions	Lead delivery partners	Timeline	Alignment with Well-being Goals
More opportunities for more voices to be heard in the local good food movement, and to influence to food system.	28. Work with partners to achieve the Silver Sustainable Food Places Award.	Food Vale	Short term	Prosperous, Resilient, Healthier, More equal, Cohesive communities, Vibrant culture and thriving Welsh language, Globally responsible
	29. Develop a workplan for, and identify two key focus areas to contribute to, the Gold Sustainable Food Places Award submission.	Food Vale	Long term	TBD
	30. Continue to create spaces where people can connect with one another and form a collective voice for wider change in their local food system, with attention paid to voices from our younger generations and groups who may be underserved or frequently unheard e.g. through the quarterly network gatherings.	Food Vale	Ongoing	Cohesive communities

Appendix 1 – Strategic Alignment

The Vale Food Strategy has been drafted to strengthen synergies with existing policies and programmes at both the local and national level.

Outcome	Alignment
Enjoyable, nourishing, healthy; and culturally appropriate food can be accessed by all.	Local Policy <u>Our Well-being Plan 2023 – 2028</u> • Step 13: <i>“Improve health and well-being across the Vale with a particular focus on levels of physical activity, diet, vaccine take up and screening.”</i> • Step 14: <i>“Tackle health inequities as part of an integrated and collaborative programme of work, ensuring greater engagement and a more targeted preventative approach to reach those most in need”.</i> • Step 16: <i>“Provide information and support to assist our communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs”.</i> • Step 17: <i>“Maximise opportunities through existing programmes of work and funding streams to address inequities and improve opportunities for those living in areas of deprivation e.g. Flying Start and employability and training programmes.”</i> • Step 19: <i>“Support work to tackle food poverty recognising the close links to environmental well-being and health”</i> Good Food and Movement Framework and Implementation Plan 2024/2026 • System Priority: Accessible and affordable; activities, programmes and services that support and enable movement and good food; Action 15 Improve access to good food. • System Priority: Food environment that supports and enables good food for all; Action 9: Improve availability of good food • System Priority: Knowledge, skills and confidence of the workforce to; teach, embed, signpost and role model; Action 12: Maximise the potential of early years settings to enable young children to be physically active and access good food.

Outcome	Alignment
	<u>Project Zero Climate Change Challenge Plan 2021–2030</u> • “Work through the PSB and Food Vale to implement the Move More Eat Well Plan and to promote buying local produce and shopping locally” <u>CAVUHB Shaping Our Future Well-being (2023–2025)</u> • Priority: Focus on minimising inequity in healthy behaviours, preventative services, access to clinical services, and health outcomes, to reduce current unfair, unjust differences experienced by people in the Health Board’s communities Vale of Glamorgan Local Development Plan 2011–2026 • Objective 10: To ensure that development within the Vale of Glamorgan uses land effectively and efficiently and to promote the sustainable use and management of natural resources. Vale of Glamorgan Replacement Local Development Plan 2021–2036 (forthcoming) • Objective 4 – Placemaking National policy • Cymru Can – The Strategy for the Future Generations Commissioner for Wales 2023 – 2030 • Healthy Weight, Healthy Wales: Our long-term strategy to prevent and reduce obesity in Wales • Wales Community Food Strategy • UK Government ‘National Food Strategy’ (forthcoming)
A greater proportion of healthy and sustainable food-related messages in the environment	Local Policy Good Food and Movement Framework and Implementation Plan 2024/2026 • System Priority: Policy and legislation to support and enable movement, active travel and good food; Action 2: Reduce unhealthy food and drink advertising and Action 1: Embed good food and movement into the design of our places, spaces and buildings National policy • Healthy Weight, Healthy Wales: Our long-term strategy to prevent and reduce obesity in Wales • UK Government ‘National Food Strategy’ (forthcoming) • Wales Community Food Strategy

Outcome	Alignment
More businesses are growing, making, selling and serving healthy and sustainable food in the Vale (and these businesses are supported?)	Local Policy Project Zero Climate Change Challenge Plan 2021-2030 • “Work within Food Vale to obtain Sustainable Food City status and promote businesses that have sustainable practices” Good Food and Movement Framework and Implementation Plan 2024/2026 • System Priority: Accessible, inclusive and safe public spaces for movement, play and food growing; Action 6: Increase local food production through identifying suitable land and opportunities for community and commercial food growing Vale of Glamorgan Council Corporate Plan 2025-2030 • Deliver a Food Strategy for the Vale and work with local food producers and the agricultural sector to support local supply chains and actions which underpin the sustainability of our rural communities. Vale of Glamorgan Local Development Plan 2011-2026 • Objective 8: To foster the development of a diverse and sustainable local economy that meets the needs of the Vale of Glamorgan and that of the wider South East Wales Region. Vale of Glamorgan Replacement Local Development Plan 2021-2036 (forthcoming) • Objective 2 – Improving Mental and Physical Health and Well-being • Objective 9 – Building a Prosperous and Green Economy National policy • Cymru Can – The Strategy for the Future Generations Commissioner for Wales 2023 – 2030 • Vision for the Food and Drink Industry from 2021 • Wales Community Food Strategy • Net-Zero Wales Carbon Budget 2 2021-2025 • Sustainable Farming Scheme • UK Government ‘National Food Strategy’ (forthcoming)

Outcome	Alignment
More food is produced locally according to organic, agro-ecological, regenerative and wildlife-friendly practices.	Local Policy <u>Our Well-being Plan 2023 – 2028</u> • <i>“Improve the health of our eco systems and recognise the importance of biodiversity and the need to raise awareness and understanding about the nature emergency.”</i> Good Food and Movement Framework and Implementation Plan 2024/2026 • System Priority: Accessible, inclusive and safe public spaces for movement, play and food growing; Action 6: Increase local food production through identifying suitable land and opportunities for community and commercial food growing • System Priority: Policies, structures and incentives in our settings to enable movement and good food Vale of Glamorgan Biodiversity Forward Plan (forthcoming) <u>Vale of Glamorgan Nature Recovery Action Plan (NRAP)</u> • Promote protection and management of habitats through sustainable farming schemes. • Raise awareness of the effects of agricultural pollution and campaign for its reduction • Work with landowners to restore and retain natural habitats on their land • Hedgerow management Vale of Glamorgan Local Development Plan 2011–2026 • Objective 4: To protect and enhance the Vale of Glamorgan’s historic, built, and natural environment. • Objective 10: To ensure that development within the Vale of Glamorgan uses land effectively and efficiently and to promote the sustainable use and management of natural resources. Vale of Glamorgan Replacement Local Development Plan 2021–2036 (forthcoming) • Objective 5 – Protecting and Enhancing the Natural Environment Vale of Glamorgan Green Infrastructure Strategy(forthcoming) • Strategic Objective 2 – Enhance Biodiversity and Increase Ecosystem Resilience: develop a resilient and better-connected ecological network that supports net biodiversity gains to underpin nature recovery.

Outcome	Alignment
	Natural Resources Wales South Central Wales Area Statement: Building Resilient Ecosystems National policy • Cymru Can – The Strategy for the Future Generations Commissioner for Wales 2023 – 2030 • Sustainable Farming Scheme • Wales Community Food Strategy • UK Government ‘National Food Strategy’ (forthcoming) • Natural Resources Wales: Our corporate plan to 2030: nature and people thriving together: Nature underpins vibrant rural communities, with a direct relationship between nature and sustainable agriculture, woodlands and those that manage the land. This relationship must be nurtured if Wales is to maintain clean water, productive soils, food supplies and fibre.
More healthy and sustainable food served on the public plate by harnessing local supply chains.	Local Policy Project Zero Climate Change Challenge Plan 2021-2030 • <i>“The Big Fresh Catering Company which serves nearly 2 million meals a year will take steps to further reduce its impact on the environment” and “Review procurement arrangements to support less food miles, less packaging and waste” and “Revise the procurement policy and strategy and train staff on more sustainable procurement to reduce consumption and encourage a circular economy” and “Explore social and environmental clauses in contracts which place an increased focus on local supply chains and business, with a commitment to supporting the foundation economy”.</i> CAVUHB Shaping Our Future Well-being (2023-2025) • Priority: Maximise the Health Board’s contribution to the Foundational Economy • Priority: Deliver the Health Board’s carbon emissions targets and fully support active and sustainable travel for staff and visitors to patients. Promote, reward and embed successful waste reduction as part of our quality programme of continuous improvement. Good Food and Movement Framework and Implementation Plan 2024/2026 • System Priority: Policies, structures and incentives in our settings to enable movement and good food

Outcome	Alignment
	<u>Vale of Glamorgan Council Corporate Plan 2025–2030</u> • Deliver a Food Strategy for the Vale and work with local food producers and the agricultural sector to support local supply chains and actions which underpin the sustainability of our rural communities. <u>Vale of Glamorgan Council's Procurement Policy and Strategy</u> • Approach all procurement decisions through the lens of the Well-being of Future Generations Act – by applying the Five Ways of Working, considering our well-being objectives and how we can maximise contribution to the seven well-being goals National policy • Cymru Can – The Strategy for the Future Generations Commissioner for Wales 2023 – 2030 • Healthy Weight, Healthy Wales: Our long-term strategy to prevent and reduce obesity in Wales • Wales Community Food Strategy
Food waste is minimised	Local Policy <u>Project Zero Climate Change Challenge Plan 2021–2030</u> • <i>“Review procurement arrangements to support less food miles and less packaging and waste” and “Promote and facilitate food waste recycling for residents, business and schools” and “Develop campaigns to change behaviour e.g. to reduce single use plastics and packaging and to increase reuse, recycling and composting”</i> <u>CAVUHB Shaping Our Future Well-being (2023–2025)</u> • Priority: Deliver the Health Board’s carbon emissions targets and fully support active and sustainable travel for staff and visitors to patients. Promote, reward and embed successful waste reduction as part of our quality programme of continuous improvement. Vale of Glamorgan Waste Management Strategy (2022–2032) Create network of Community Recycling Champions in schools, Council Buildings and local businesses National policy • Towards Zero Waste: Our Waste Strategy • Net-Zero Wales Carbon Budget 2 2021–2025

Outcome	Alignment
More opportunities to learn about and develop skills in growing, cooking and nutrition	Local Policy <u>Our Well-being Plan 2023 – 2028</u> • Step 6: <i>“Maximise opportunities to access funding and align activities to increase capacity, skills and resource to deliver priorities within Vale and the wider region”.</i> • Step 8: <i>“Promote positive behaviour changes and enable a greater understanding of our impact on the environment across our organisations and communities with a focus on energy, the circular economy, food, biodiversity and travel.”</i> Good Food and Movement Framework and Implementation Plan 2024/2026 • System Priority: Policy and legislation to support and enable movement, active travel and good food; Action 3: Explore potential for developing community and commercial shared-use kitchens in identified locations across the Vale of Glamorgan. • System Priority: Policies, structures and incentives in our settings to enable movement and good food National policy • <u>Healthy Weight, Healthy Wales: Our long-term strategy to prevent and reduce obesity in Wales</u> • <u>Wales Community Food Strategy</u>
People in the Vale will have more opportunities to grow their own fruit and vegetables, cook and eat together	Local Policy <u>Project Zero Climate Change Challenge Plan 2021-2030</u> • <i>“Work with community groups and through the Green Infrastructure Plan to encourage people to grow their own fruit and vegetables”</i> <u>Our Well-being Plan 2023 – 2028</u> • Step 12: <i>“Participate in a more integrated approach to the public sector estate (buildings and land holdings) to improve service delivery and our work on climate change and nature.”</i> Good Food and Movement Framework and Implementation Plan 2024/2026 • System Priority: Accessible, inclusive and safe public spaces for movement, play and food growing; Action 6: Increase local food production through identifying suitable land and opportunities for community and commercial food growing.

Outcome	Alignment
	• System Priority: Social norms, culture and community values; Action 23 Building understanding of local community assets in relation to food/nutrition/food growing and movement/sport/play through Shared Prosperity Funded projects, and Identifying, supporting and growing community leaders Vale of Glamorgan Green Infrastructure Strategy (forthcoming) • Strategic Objective 4 – Improve Social Cohesion: maximise opportunities for GI to support social initiatives and bring communities together National policy • Cymru Can – The Strategy for the Future Generations Commissioner for Wales 2023 – 2030 • Wales Community Food Strategy
More opportunities for more voices to be heard in the local good food movement, with more opportunities to influence to food system.	Local Policy Our Well-being Plan 2023 – 2028 • Step 5: <i>“Increase levels of engagement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities”</i> • Step 7: <i>“Engage with and involve our children and young people to better understand their concerns and aspirations for the future and ensure that services reflect their views and needs.”</i> National policy • Cymru Can – The Strategy for the Future Generations Commissioner for Wales 2023 – 2030 • Wales Community Food Strategy

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FOOD
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