



Vale Horticultural Project Support

Call for Applications

1. Brief

Food Vale is working to strengthen the local food system in the Vale of Glamorgan by supporting a collaborative network of local horticultural growers. Through a programme of facilitated workshops and capacity-building activities delivered by Farming Connect as part of their Agrisgop programme, growers are exploring cooperative approaches to production, marketing, distribution and business development.

To build on this momentum, we are seeking a contractor to help translate these discussions into practical action. The successful contractor will work closely with growers participating in the Agrisgop programme to coordinate and facilitate the development of collaborative routes to market, collective promotion and other opportunities for joint working. Specialist technical support relating to market development, business planning and commercial viability will be available through Cywain and Lantra throughout the contract. The contractor will be expected to work alongside these organisations to maximise the benefit of this support for participating growers and avoid duplication of existing provision.

In addition, the contractor will engage more widely with horticultural growers across the Vale of Glamorgan to explore opportunities for shared infrastructure, equipment or facilities that could strengthen the long-term efficiency, resilience and commercial viability of local vegetable production. Taking this broader perspective will help ensure that any proposals are informed by the needs of the wider grower community, achieve sufficient scale to be viable and sustainable, avoid duplication of investment, and maximise the collective benefit of available funding.

The successful contractor will be expected to deliver against a defined programme of work and agreed outputs. However, the project should be approached as an iterative and collaborative process, with activities evolving in response to the needs, aspirations and opportunities identified by local growers through ongoing engagement. The successful approach will combine clear delivery and accountability with sufficient flexibility to respond to emerging priorities and opportunities as the network develops.

We welcome applications from both individuals or entities. In recognition that the skills required for this commission may be found across a range of sectors and professional backgrounds, collaborative proposals will be considered where they provide clear added value and do not compromise effective project delivery.

2. Key Tasks and Responsibilities

i. Routes to Market

- With specialist technical support provided by Cywain and Lantra, work in close collaboration with the Agrisgop Group to identify, assess and develop viable opportunities for collaborative sales, marketing and routes to market and avoid duplication.
- Undertake research and market analysis to identify local market opportunities, barriers to collaboration and opportunities for shared crop planning and coordinated production.



- Work alongside Cywain and Lantra to support growers in assessing the commercial viability of different markets, crops and collaborative trading models.
- Investigate and advise on appropriate governance, legal and operational arrangements to support collaborative trading where required.
- Engage with potential buyers and market outlets across the region, and support growers to explore and test collaborative trading opportunities.
- Support growers to understand buyer requirements and coordinate supply where appropriate.
- Provide coordination and administrative support to enable collective decision-making and implementation.

ii. Stronger local food visibility

- Develop proposals for shared branding, marketing activities and promotional assets, such as market stall signage, branding, banners, photography, videography and digital content.
- Liaise with Food Vale partners regarding the use of project funds and additional funding leverage to support agreed marketing activities and assets, ensuring materials are produced bilingually where required.
- Commission and manage external designers, marketing professionals or other suppliers as necessary, ensuring all procurement activity is undertaken in accordance with Vale of Glamorgan Council procurement procedures, including obtaining quotations where required and raising purchase order requests.

iii. Shared Infrastructure Development

- Facilitate discussions with growers to identify priorities for shared infrastructure, equipment or facilities; that could improve efficiency, resilience and commercial viability.
- Consider the needs and opportunities of the wider grower community across the Vale of Glamorgan, including but not limited to participants in the Agrisgop programme.
- Assess the feasibility of different models for the ownership, leasing, governance, management and maintenance of shared assets or services.
- Support growers to identify and agree preferred approaches, recognising that opportunities and priorities may evolve throughout the project.
- Develop and establish appropriate governance arrangements, policies, procedures and agreements to enable the effective shared use and management of assets or services, where required.
- Ensure that relevant legal, regulatory and operational requirements are identified and addressed, including health and safety, insurance, risk management, training and compliance considerations.
- Work with Food Vale and growers to develop recommendations for the use of up to £35,000 capital funding, informed by grower priorities and demonstrating clear collective benefit. Potential investments may include machinery, equipment, storage, processing, distribution or other assets that demonstrate clear collective benefit.



- Subject to approval from Food Vale partners, support the specification, procurement and implementation of agreed capital investments, ensuring all procurement activity is undertaken in accordance with Vale of Glamorgan Council procurement procedures, including obtaining quotations where required and raising purchase order requests.
- Produce recommendations for the long-term governance, management, financial sustainability and future development of any shared infrastructure model established through the project.

iv. Monitoring and Reporting

- Produce concise progress updates throughout the contract period.
- Prepare a final report summarising activities, achievements, challenges, recommendations and next steps.
- Work closely with Food Vale partners to share knowledge and experiences related to supply chain development.

3. Expected Deliverables

The successful contractor will be expected to deliver:

- Regular **in-person engagement** with participating growers throughout the contract period, via the Agrisgop group and more widely
- **Monthly progress meetings** with Food Vale.
- A **documented appraisal** of identified opportunities for collective/cooperative sales and routes to market.
- A **suite of shared marketing assets and materials** e.g. signage for market stalls, shared logo, banners, photographic/video content etc.
- A report on identified needs for shared infrastructure and recommendations, to include:
 - A **capital expenditure proposal** for the additional project budget – to include shared infrastructure or marketing materials.
 - A **fully operational shared infrastructure scheme** (or, if timescales don't allow, an implementation-ready package), to include all operational policies and procedures required for implementation, and insurance and risk-management framework, a recommended governance model, and a future maintenance plan.
- A **final project report** and handover document.

4. Required Skills and Experience

Essential:

- Knowledge of horticulture, farming, local food systems, food supply chains and/or cooperative business models.
- Strong communication and interpersonal skills, with the ability to build productive relationships with growers, businesses and other stakeholders.
- Experience of project coordination, facilitation and stakeholder engagement.
- Experience of developing action plans, recommendations and written reports.
- Proven ability to deliver projects to agreed timescales and budgets.
- Ability to work independently, manage competing priorities and take initiative.



- Understanding of the opportunities and challenges facing small-scale growers and agricultural businesses.
- Full UK driving licence and access to a vehicle for business use, with the ability to travel throughout the Vale of Glamorgan.

Desirable:

- Experience supporting producer groups, cooperatives, community enterprises or collaborative business networks.
- Knowledge of the Vale of Glamorgan food sector and wider Welsh food system.
- Experience of developing routes to market, supply chains or distribution networks for food producers.
- Experience of establishing or managing shared infrastructure, equipment-sharing schemes or machinery rings.
- Familiarity with agricultural or horticultural machinery and equipment.

5. How to apply

Please send through a brief proposal (max 2 pages) to louise.denham@wales.nhs.uk by **11th September 2026**, including the following details:

- Contact details
- A brief proposal outlining how you meet the required skills and experience (please see assessment criteria below)
- A proposed timetable and allocation of time.
- A budget summary, detailing: who would be delivering the work and any additional costs anticipated e.g. expenses, and the total (inclusive of VAT where applicable).
- A declaration of any potential conflicts of interest e.g. any direct involvement with horticultural businesses in the Vale or organisations that may benefit from project activities or capital investment arising from this commission.

All applications will be reviewed by our panel, and the successful applicant will be notified by the **18th September 2026**.

6. Contract arrangements & budget

Budget: Up to **£11,000** (*please note that due to grant funding this is a fixed budget*) **inclusive of expenses**

Timeline: Contract to begin in September 2026; with all deliverables to be completed by **31st March 2027** (*please note these timescales are fixed due to grant requirements*)

Additional project budget: *You will also have access to a further revenue and capital to cover, where appropriate, agreed external consultancy fees (e.g. professional design work, expertise in areas such as machinery rings etc) and capital costs for shared infrastructure and/or shared promotional materials.*

Location: Home based with regular travel expected to the Vale of Glamorgan to meet with growers and key stakeholders



Reporting to: Food Vale Coordinator

Please note that laptops and other IT equipment will not be provided and the candidate will be expected to surrender all documentation and assets produced as part of this project at the end of the contract period.

As the contract is being administered through Vale of Glamorgan Council on behalf of Food Vale, the successful contractor must:

- Comply with the Council's applicable procurement and contracting processes and requirements.
- Adhere to Health and Safety legislation and relevant Council policies and procedures.
- Hold valid Public Liability, Employer's Liability (if applicable) and Professional Indemnity insurance. The Council's current minimum insurance threshold is £1m.

7. Assessment Criteria

Within budget (pass/fail)

Relevance and quality of proposed approach (35%)

- Clear understanding of the brief and context
- Feasibility and adaptability of the proposed methodology
- Appropriateness of proposed approach
- Realistic timeline

Experience and expertise (35%)

- Demonstration of required skills and experience (see 4).

Value for money (20%)

- Realistic budgeting and use of resources
- Clarity on roles, and any in-kind contributions

Engagement and collaboration approach (10%)

- Willingness to work adaptively with local growers and programme partners

8. About Food Vale

Food Vale is the Vale of Glamorgan's sustainable food partnership, working with community groups, organisations and businesses to build a thriving, healthy and sustainable food system in the Vale.

We are hosted within the Cardiff and Vale UHB Public Health Team, and our cross-sector Steering Group includes representatives from Vale of Glamorgan Council, Glamorgan Voluntary Services,



Cardiff and Vale University Health Board Dietetics, FareShare Cymru, Glamorgan Smallholders, Big Fresh Catering, Natural Resources Wales and Cywain (Mentera).

We are also part of a growing number of food partnerships under the UK-wide [Sustainable Food Places](#) (SFP) programme who are using a systems-led and place-based approach to progress against the 6 key issues in the SFP framework.

The partnership's work across the Vale of Glamorgan is guided by the Vale Food Strategy 2025-2030. This work will be contributing to the following Desired Outcome:

- *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 specifically, this work will be building on the following action:

- 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.*