



# BUILDING A COMMUNITY FOOD RETAIL PROJECT

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# MISSION, VALUES AND OBJECTIVES

The food we eat has a huge impact on life in Cardiff — not just on our health, but on our communities and businesses, individual farmers, and the environment too. Food should be good for people and our planet, as well as being affordable and tasty. The way it's produced respects people, animals and the natural environment and the way it's sold supports the local economy. That's why good food creates strong, healthy communities, and that's why it is important to encourage everyone to help. Whether you are an individual, a family, a small business, a charity, or part of a large organisation, you can do something. Together, we can make a bigger difference.

This brochure is a collaborative effort between Cardiff Business School and Food Cardiff, with great support received from the Community Food Retail Network members. Our aim is to share knowledge and provide guidance to local community organisations which wish to set up a community retail project in their local areas.

This brochure is designed in line with 'The Five Good Food Goals' promoted by Food Cardiff:

## **GOAL #1: A Healthy Cardiff**

We want to ensure everyone has access to, has choice over and can afford nourishing, healthy and culturally appropriate food.

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## **GOAL #2: An Environmentally Sustainable Cardiff**

We want the way food is produced, bought and consumed to benefit nature, tackle climate change and prevent food waste.

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## **GOAL #3: An Empowering Food Movement**

We want to see communities working together to shape their local food system, and for people to have opportunities to learn and develop skills in growing, cooking and nutrition.

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## **GOAL #4: A Thriving Local Food Economy**

We want healthy, environmentally sustainable and resilient food businesses to be at the heart of our local economy, and people working in this sector earn a decent living.

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## **GOAL #5: A Fair and Connected Food System**

We want to see food-related issues and solutions included across all local policies and to see people work together to ensure action is joined up, and fairly distributed across communities and areas of the city.

# WHAT IS A COMMUNITY FOOD RETAIL PROJECT?

A community food retail project is a not-for-profit, charity or social enterprise initiative rooted within a local community, with a strong social mission to tackle food related issues. They fund their social mission through either grants and donations, or trading activities selling foods and related services to local community members, or a combination of both.

## Aim & Objectives

The aim of community food retail provision is to explore more sustainable ways, be that economic, social or environmental, to tackle issues primarily relating to food affordability and accessibility throughout Wales and beyond.

This is attained through achieving dual objectives of:

- Providing *affordable* and *accessible* healthy food to local communities, whilst,
- Building a food-centred social network that; tackles social isolation, encourages healthy eating and supports capability building and social cohesion within communities

Below is a 'house model' which we believe clearly illustrates the key components, or foundations on which any community food retail project must be built in order to successfully achieve their mission, value and objectives. The remainder of the brochure will be structured in line with this model.



This brochure is intended to support those looking to establish their own community food retail project, and / or tackle issues similar to that highlighted above, as well as those involved in existing projects as supporting material to secure further funding as well as a source of inspirations for undertaking additional activities.

**Disclaimer:** This brochure, and the projects found within it are NOT comprehensive solutions to problems of food accessibility, but rather play an important role in tackling this grand challenge



## STAKEHOLDER CASE STUDY I – FOOD CARDIFF

FOOD CARDIFF	
Role of this stakeholder:	Orchestration: connect, support and promote various community food retail initiatives.
Location:	Throughout Cardiff
Website/social media presence:	Twitter: @goodfoodcardiff Facebook: @goodfoodcardiff Instagram: @foodcardiff Website: www.foodcardiff.com
Contact email:	Foodsensewales@wales.nhs.uk

Food Cardiff is the city’s local food partnership for connecting people and projects working to promote healthy, sustainable and ethical food for all.

Food Cardiff believes that the food we eat has a huge impact on life in Cardiff – not just on people’s health, but on communities and businesses, individual farmers, and the environment too.

Food Cardiff believes that food should be good for people, good for the place we live, and good for our planet as well as being affordable and tasty. Good food creates strong, healthy communities. The way it’s produced respects people, animals and the natural environment and the way it’s sold supports the local economy.



Through Food Cardiff’s network of dedicated partners, Cardiff is driving change at a city level and is working to tackle some of today’s biggest social, economic and environmental issues.

Since 2015, Food Cardiff has developed and grown significantly, making a recognisable impact at a city-wide level. For example, bringing together partners to develop the award-winning School Holiday Enrichment Programme, coordinating the city’s good food response to COVID-19, facilitating the Community Food Retail Network and starting a city-wide food growing revolution by distributing 20,000 veg plants to households during lockdown.

In 2021, Cardiff became the first place in Wales to be awarded Silver Sustainable Food Places status.

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# VALUE ADDING ACTIVITIES: HEALTHY EATING & WELLBEING

## Making Food Fun & Exciting

With any community food retail project, it is crucial that sensitivity is shown surrounding the issues of healthy eating as well as an awareness of the barriers to it. Such as the rising costs of food, issues of accessibility, both physically and mentally, i.e., numeracy and literacy difficulties, and personal circumstances including, but not limited to, a lack of appliances for both cooking and storing.

That's why it is important that we make food fun and exciting, which is encouraged through our projects. It is crucial that our projects facilitate and partake in engagement, for example, through peer-to-peer sharing and informal conversations, as well as the provision of practical opportunities to increase knowledge and skills around food.

## What Does Healthy Eating Look Like in Community Food Retail Projects?

Unlike the one-off / short term engagements often associated with enrolling on a healthy eating training course, for our community food retail projects, engagement is long term, occurring weekly / fortnightly, and in some instances, even daily.

This is achieved using a mix of both traditional and alternative learning opportunities. Traditionally, cookery books and recipe cards are made readily available to customers to provide inspiration. However, it is through alternative methods that our members believe yield the greatest learning opportunities. Through the informal conversations regularly held on-site, often stimulated by the items available that day, project members are able to drip feed information to consumers in a casual and friendly manner.



## Healthy Eating Guidelines

Most people can improve their health by achieving long-term changes in the balance of foods that they eat. These practical tips can help people to make healthier food choices.

### 8 Tips for Eating Well

1. Base your meals on starchy foods.
2. Eat lots of fruit and vegetables.
3. Eat more fish.
4. Cut down on saturated fat and sugar.
5. Try to eat less salt – no more than 6g a day.
6. Get active and try to be a healthy weight.
7. Don't get thirsty.
8. Don't skip breakfast.

The basic principles of healthy eating are summarised in the 'Eatwell Guide', which can be found here: <https://www.nhs.uk/live-well/eat-well/the-eatwell-guide/> This pictorial guide shows the proportion and types of foods which make up a healthy, balanced diet.

## Healthy Eating and Wellbeing Training

Training courses can provide a valuable opportunity to ensure healthy eating and wellbeing messages are embedded throughout our communities.

While we acknowledge that the provision of a steady stream of healthy eating and wellbeing training courses may not be the only effective way of supporting community members, recommended by all our project members was the Nutrition Skills for Life programme. Nutrition Skills for Life is an all-Wales programme of quality assured nutrition skills training and initiatives developed and co-ordinated by NHS dietitians. The programme aims to train those who work closely with, and understand the needs of local people, to support communities across Wales to learn more about healthy eating. The programme is divided into two distinct areas:

1. Nutrition skills training for community workers, and,
2. Healthy eating initiatives with community groups.

For a full list of the courses available under the Nutrition Skills for Life programme please visit: <https://nutritionskillsforlife.com/>

## STAKEHOLDER CASE STUDY II

### PUBLIC HEALTH DIETETICS, CARDIFF AND VALE UHB

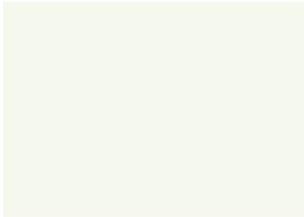
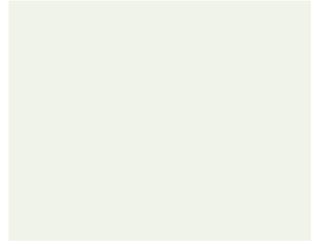
PUBLIC HEALTH DIETETIC SERVICE – CARDIFF AND VALE UHB	
Role of this stakeholder:	Enabler: train and develop local community workers with nutrition skills and knowledge to support them promoting healthy eating and prevent malnutrition within communities.
Location:	Based at Riverside Health Centre, covering Cardiff and Vale of Glamorgan locality
Website/social media presence:	<a href="https://cavuhb.nhs.wales/patient-advice/keeping-people-well/about-public-health-in-cardiff-and-the-vale/public-health-dietetic-team/">https://cavuhb.nhs.wales/patient-advice/keeping-people-well/about-public-health-in-cardiff-and-the-vale/public-health-dietetic-team/</a> <a href="https://nutritionskillsforlife.com/">https://nutritionskillsforlife.com/</a> Twitter: @cav_dietetics
Contact email/telephone number:	Emma.Holmes@wales.nhs.uk 029 2090 7690

NUTRITION SKILLS FOR LIFE™ is a programme of quality assured nutrition skills training and initiatives developed by Public Health dietitians working in the NHS in Wales. The programme aims to train and develop the nutrition skills of a wide range of community workers including health, social care and third sector staff, volunteers and peer educators to enable them to support healthy eating and prevent malnutrition at a community level.

The Agored Cymru level 2 Community Food and Nutrition Skills courses, have been designed to equip community workers with up-to-date, evidence-based nutrition knowledge and skills. This will enable them to cascade accurate nutrition messages to communities they work with.

Dietitians can support trained staff who may be interested in delivering practical cooking skills and/or nutrition activities to community groups including Agored Cymru level 1 accredited courses such as Get Cooking (Level 1, 2 credits).

Support can also be provided to improve food provision within their setting for example in the way food is allocated according to food groups within the Eatwell Guide, to increase the consumption of fruit and vegetables.



“ We really appreciate the support of Cardiff and Vale Dietetics for our Dusty Forge Pantry and community kitchen projects. Your team have delivered really useful training and support to our staff and volunteers, helping them encourage our Pantry members to make healthier food choices and give people tips and inspiration for cooking more at home.”

- Sam Froud-Powell, Community Support Coordinator, ACE -

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## SUPPLY

Having a diverse range of suppliers will ensure a stable supply of both fresh and ambient food to your retail initiative, whilst an over reliance on one supplier may expose you to greater risk of stockout in the event of supply chain disruptions.

In order to ensure the long-term sustainability of a community food retail project, so that you can continue to provide for, and support its local community, it is crucial to be aware of the importance of diversifying supply beyond that of just surplus food and a sole surplus food supplier.

That is why we recommend engaging with not only important players such as FareShare, but also other organisations such as local farmers and food suppliers, wholesalers, independent retailers, local growing initiatives, social farms and gardens, etc. Consider group buying through collaborating with other similar retailers in order to get a better deal from suppliers / wholesalers. Engage with local growers and farmers to encourage and facilitate self-growing.



## STAKEHOLDER CASE STUDY III – FARESHARE CYMRU

FARESHARE CYMRU	
Role of this stakeholder:	Supplier: supplying surplus food to community food retail initiatives
Location:	Cardiff
Website/social media presence:	Twitter: @FareshareCymru Facebook: FareShare Cymru Instagram: @FareShareCymru Website: Fareshare.Cymru
Contact email / telephone:	members@fareshare.cymru 07773 618175 (Katie Padfield)

FareShare Cymru was established in 2011 and is part of the FareShare UK network but is an independent charity. Our aims are to ensure no good food goes to waste and to maximise the social value of surplus food. We work with the suppliers of the supermarkets to access some of their surplus food, we then redistribute this to charities, community groups and not-for-profit organisations who use it to support people in need. To maximise the social good of the food, the organisations we work with deliver additional services and support that address the underlying causes and not just the symptom of hunger.

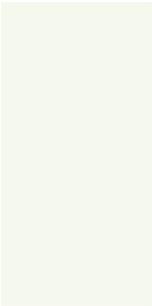
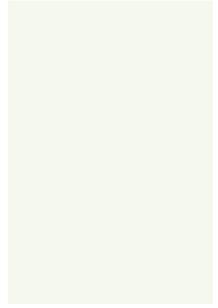
We operate with a monthly membership fee for a weekly food order. Membership starts at £65 per month for 50kg of food per week. The value of the food is 5-10 times the membership fee. Organisations need to have the facilities to take a range of fresh, chilled/ frozen and dry food.

“The food that we receive from you enables us to save a lot of money. We especially love the fresh vegetables and fruit! They help us provide variety of meals that we cook and deliver to our beneficiaries who are mainly elderly and disabled. We always use 100% of what we get and there is never any waste.”

- FareShare member organisation -

“The number of people we support were suffering from malnourishment before we started cooking for them. Since then, their health has improved and they say that they feel much better.”

- FareShare member organisation -



"Without the partnership and food from FareShare, we wouldn't have been able to expand our service and support so many families and individuals during the pandemic."

- FareShare member organisation -

## OPERATIONS

### Let's Get Started

Below we have put together a list of links that provide comprehensive guides on getting started with a variety of approaches to community food retail projects:

- Sustain (Food Co-ops Toolkit)  
[https://www.sustainweb.org/publications/food\\_co\\_ops\\_toolkit/](https://www.sustainweb.org/publications/food_co_ops_toolkit/)
- Sustain (Retail Toolkit)  
<https://www.sustainweb.org/publications/community-food-retail-and-food-poverty/>
- Social Farms & Gardens Wales  
<https://www.farmgarden.org.uk/resources/community-growing-resource-pack-wales>
- Food Cardiff (Community Food Retail Project Workshop Series)  
[https://www.youtube.com/playlist?list=PLcZdGAAVgA66yh5Tpcf\\_WafzH4-pji4qY](https://www.youtube.com/playlist?list=PLcZdGAAVgA66yh5Tpcf_WafzH4-pji4qY)

### How to be Accessible

When setting up any enterprise it is crucial that your activities are accessible to all, ensuring that nobody is marginalised in any way, especially given that, in 2020, those who identified themselves as disabled were more than twice as likely to experience problems of affording and accessing food. Therefore, it is integral that you operate in such a way that is accessible both physically and virtually.

For a comprehensive guide on making your premise accessible for all, please visit: <http://universaldesign.ie/Built-Environment/Building-for-Everyone/>. When utilising any written material, such as cookery books and recipe cards, it is important that these are presented in such a way as to accommodate those who may experience numeracy and literacy difficulties. This includes using easily legible fonts as well as distinguishable colours. For a comprehensive guide on presenting communication materials in a way accessible to all, please visit: <https://www.gov.uk/government/publications/inclusive-communication/accessible-communication-formats>.

In addition to the above, it is important that your project is inclusive in the foods it provides, this means being aware of the dietary requirements of beneficiaries, i.e., gluten free alternatives and culturally appropriate foods such as Halal. Awareness of dietary requirements can be achieved through the holding of preliminary focus groups or formal/informal conversations with the local community. If a membership approach is adopted (see - 'Demand' section below), then this information can be collected through membership forms. Meeting the dietary requirements of diverse groups can also be supported by the Dietetics team.

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## Training and Registration

In order to set up your community food retail project successfully, you are legally required to partake and complete a number of training qualifications. That's why we have compiled a list of both necessary and useful training undertaken by members of our community food retail network below:

- Level 2 Food Hygiene
- First Aid Training
- Environmental / Health & Safety Training
- Food Handlers Fitness to Work
- Allergy Awareness
- Manual Handling
- Cash Handling
- Safeguarding Training
- Product / Food Safety Recalls

To arrange enrolment on any of the training courses listed above, please contact:

### Cardiff Third Sector Council

- Online: <https://c3sc.org.uk/>
- Call: 02920 485722
- E-Mail: [enquiries@c3sc.org.uk](mailto:enquiries@c3sc.org.uk)

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### Wales Council for Voluntary Action (WCVA)

- Online: <https://wcva.cymru/training-info/>
- E-mail: [bookings@wcva.cymru](mailto:bookings@wcva.cymru)

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### Food Standards Agency

- Online: <https://www.food.gov.uk/>
- Call: 0330 332 7149
- E-mail: [walesadminteam@food.gov.uk](mailto:walesadminteam@food.gov.uk)

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### Environmental Health (Shared Regulatory Services)

- Online: <https://www.srs.wales/en/Environmental-Health/Environmental-Health.aspx>
- Call: 0300 123 6696

## Having a Commercial Mindset

For a community food retail project to be sustainable over the long term, maintaining its economic viability is crucial. Most such initiatives need to generate enough money from selling food (fresh and/or ambient) to cover the operating costs as well as to fund other activities that may facilitate greater social impact but are difficult to fund (See - 'Value Adding Activities' Sections). You need to understand all the costs involved (e.g., the cost of renting premises, paying for staff or volunteers' expenses, electricity, insurance, buying a van, etc.) in running your initiative to be able to work out how to break even and / or generate surplus cash. Having a commercial mindset does not mean that your organisation cannot provide any products or services free to some of the people who use them. Instead, it will enhance your social mission given that you now have a clear understanding about your financial capability to help those who are in need.



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# DEMAND

## Gauging Demand

Before establishing any community food retail projects, it is integral to gauge that there is the necessary demand for your service / product. One way this has been achieved by our member organisations is through organising focus group type sessions with the local communities. Through such activities, not only can you showcase to the local community how your community food retail project intends to work, but you can also understand how people shop for their food currently as well as the present barriers to healthy eating. This will enable you to better understand your target demographic, facilitating customer / member profiling, as well as tailoring of your operations to better suit the needs of those you are targeting e.g., setting operational hours compatible with that of their lifestyles, i.e., time slots for those in full time employment / with family commitments.

## Pricing and Membership

With any community food retail project, it is crucial that you get your pricing structure right first time, as failing to do so may cause significant problems later down the line. Therefore, as part of the focus groups highlighted above, we recommend discussing pricing options with potential consumers in order to establish an appropriate pricing structure. The appropriateness of a pricing scheme may be dependent on the type of project. Some projects lend themselves to a pay-as-you-feel approach, while others, particularly those run on a membership basis, such as the 'Your Local Pantry' model, may feel it is more suitable to have a base rate to be paid by all members. Alternatively, some projects have chosen to be creative with their pricing structures, integrating options such as 'Pay Forward', whereby customers can choose to pay ahead to cover the costs of items for a future customer. This is why we feel it is important to discuss these various pricing options with your target market so to identify which is suitable for all parties. If you feel a membership approach was most appropriate for your project, be aware that you may be required to manage waiting lists once your project meets membership capacity. With this, you may find it appropriate to devise a method for prioritising certain demographics on your waiting lists.

## Publicising and Engagement

Utilising social media and engaging with target beneficiaries is a crucial part of any business's activities. It is important that you think of your organisation as a brand, considering how you want to market it, what it does, who for and the advantages and disadvantages to it. When setting up a media presence, along with producing any public engagement material, you must ensure that it is done in such a way as to meet the possible varying needs of your beneficiaries so to be accessible to all. This includes engaging through a variety of forums as well as publishing materials using legible formatting e.g., clear font, appropriate sizing and colour. In addition to the guidance on

accessible written materials discussed above, a comprehensive guide to the Web Content Accessibility Guidelines (WCAG) can be found at: <https://www.w3.org/TR/WCAG21/>. It is also important that you engage not only with current and potential beneficiaries of your community food retail project, but also local businesses. We advise that you make local / independent retailers within the proximity of your target community aware that your project will not have an unintended negative impact on their operations. This will enable you to open a dialogue around collaboration opportunities with such retailers, supporting the diversification of suppliers, as discussed under the 'Supply' section previously.

## Value Added Activities

From working with your local community and the sale of food items, you will likely identify further opportunities and needs surrounding food. Therefore, we recommend exploring the addition of further value adding activities to your community food retail project's operations, e.g., a breakfast café, lunch club and cooking groups. For ideas, please visit our project directory at: <https://foodcardiff.com/goodfoodprojects/>

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## VALUE ADDING ACTIVITIES: SOCIAL COHESION & INTERACTION

We believe that no community food retail project can thrive and maximise its impact whilst acting in isolation. This is why we have assembled a list of contacts that we believe are integral to supporting such projects in their endeavours. While each of these contacts are applicable to projects across Cardiff, some will have branches related to your local area, which we encourage you to reach out to.

### Useful Contacts

**Food Cardiff** • Online: <https://foodcardiff.com/contact-us/>  
• E-Mail: [foodsensewales@wales.nhs.uk](mailto:foodsensewales@wales.nhs.uk)

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**Cardiff Third Sector Council** • Online: <https://c3sc.org.uk/>  
• Call: 02920 485722 • E-Mail: [enquiries@c3sc.org.uk](mailto:enquiries@c3sc.org.uk)

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**Social Farms & Gardens Wales** • Call: 02920 225942  
• E-Mail: [wales@farmgarden.org.uk](mailto:wales@farmgarden.org.uk)

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**Money Advice Cardiff** • Online: <https://www.cardiffmoneyadvice.co.uk/contact-us/>  
• Call: 02920 871071

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**Cardiff and Vale Action for Mental Health** • Call: 02920 222000  
• E-Mail: [mail@cavamh.org.uk](mailto:mail@cavamh.org.uk)

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**Into Work Cardiff** • Online: <https://www.intoworkcardiff.co.uk/contact/>  
• Call: 02920 871071

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**Volunteer Cardiff** • Online: <https://www.volunteercardiff.co.uk/contact/>  
• E-Mail: [volunteeringcardiff@cardiff.gov.uk](mailto:volunteeringcardiff@cardiff.gov.uk)

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**Funding Wales** • Online: <https://funding.cymru/> • Call: 0300 1110 124  
• E-Mail: [fundingwales@wcva.cymru](mailto:fundingwales@wcva.cymru)

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**NHS Wales** • Online: <http://www.wales.nhs.uk/> • Call: 0300 0604400

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**Nutrition Skills For Life** • Online: <https://nutritionskillsforlife.com/>

# COMMUNITY FOOD RETAILING IN ACTION – CASE I

DUSTY FORGE PANTRY	
Location:	Dusty Forge, 460 Cowbridge Road, West Cardiff, CF5 5BZ
Website/social media presence:	<a href="http://www.aceplace.org">www.aceplace.org</a> <a href="https://www.facebook.com/groups/669226660120343/">https://www.facebook.com/groups/669226660120343/</a> <a href="https://www.facebook.com/ylpdustyforge">https://www.facebook.com/ylpdustyforge</a>
Contact email / telephone:	<a href="mailto:Samfp@aceplace.org">Samfp@aceplace.org</a> 029 2000 3132

ACE launched the first Your Local Pantry in Wales in June 2019 to serve the communities of Ely and Caerau in West Cardiff. We are part of the UK network of Your Local Pantries, coordinated by Church Action on Poverty, and we have received really valuable support in setting up the project, benefiting from shared resources and experience of other projects. Being based at the Dusty Forge Centre has enabled us to link up with a wide range of community initiatives including our community garden, mental health support, advice sessions and wellbeing projects. Our Pantry offers members over £15 of shopping including a wide range of fresh fruit and vegetables, for a small weekly contribution of £5. The membership-based approach of the Pantry where members make a contribution, and are entitled to ongoing support, has helped avoid the stigma often associated with accessing crisis food provision. Developing the Pantry has had a huge impact on ACE’s community support services, enabling us to engage with a wider range of community members struggling with food costs and supporting volunteers take a lead on new community food initiatives including a new community kitchen and cafe at the Dusty Forge. The Pantry has also played a key part of our local response during the Covid pandemic, providing food and wellbeing support to those most affected in our community.



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The Dusty Forge Pantry has provided many benefits for families in Ely and Caerau, including:

1. 150 Pantry members saving over £15 a week (£780 a year for regular users)
2. Saving food from landfill - most food comes from oversupply in supermarket supply chains, through our partner Fareshare
3. Enabling people to try a wider range of healthy food with less risk and - enhancing nutrition and health
4. Building confidence in cooking / preparing less familiar ingredients and using a wider range of fresh produce
5. Reducing social isolation through accessing a friendly volunteer run shop each week, building relationships and trust, and supporting people to access other projects / services
6. Providing a wide range of volunteering opportunities, developing skills and employability

“As a struggling working family, it has helped me feel less of a failure for not being able to provide the basics that we need. I hope it gets bigger and helps more people.”

- Pantry Member -

“I did a cooking course at a local primary school through the Pantry, and I learned how to make a few meals I have never tried before such as a new spicy rice full of veg and flavour and mixed bean tortilla that are now a firm favourite in my house.”

- Pantry Member -

“Being a Pantry member has made a dramatic difference to my financial situation. As a single parent, things can be extremely tight. The Pantry provides plenty to enable me to prepare meals and snacks. And the staff are a bonus! It’s taken a burden from my shoulders.”

- Pantry Member -

“I don’t drive and as a full-time carer to an elderly parent I quite often had difficulty sourcing easy to prepare foods for myself locally as I am coeliac and vegan. Despite being in quite a small minority food group, Pantry has been fabulous as there is always something there each week I can eat when it’s difficult to shop further afield. It’s also helped with our household’s weekly food costs as I have to prepare separate meals as opposed to one family meal which makes shopping on a tight budget tricky. My son is now almost one year old and enjoys his Pantry visits. We often come away with some of his favourite fruits and veggies and it’s helped him eat well through weaning. Caring can be isolating so anything that gives you an outlet to meet and chat to others in a friendly environment is a bonus. The staff are lovely and always welcoming, I look forward to continuing my membership through pregnancy number 2 and hopefully volunteering myself eventually!”

- Pantry Member -

## COMMUNITY FOOD RETAILING IN ACTION – CASE II

SPLOTT COMMUNITY VOLUNTEERS	
Location:	The Old Splott Library, Singleton Road, CF24 2ET
Website/social media presence:	www.splottcommunityvolunteers.co.uk (20+) Splott Community Volunteers   Facebook
Contact email / telephone:	Splottcommvols@hotmail.co.uk 07866199299

Our Community Breakfast Club provides vital services and resources for those in hardship in Splott and surrounding areas within Cardiff, helping to improve quality of life and support the alleviation of food poverty, together with generating long-term employment opportunities for our volunteers. We run a Breakfast Club every Thursday, where we currently provide a takeaway Breakfast Roll and Tea/Coffee, together with a bag of food. For this service we ask for a £3 donation in order to cover our overhead costs.

We provide a safe place of social and ethnic inclusion, where we offer food and support to create a positive impact on the health of the community and individuals and provides a purpose for volunteers, some of whom may have been socially isolated. We use their time with us to build confidence, provide opportunities for skills and training and encourage them to seek work opportunities when ready.



“Thank you so much for the food and thoughtfulness and kindness. There is no place on earth like what you all provide. My little piece of heaven in Splott. It’s such a huge help for me and my family but it’s not just about the food, it’s the care and love and all that goes with it. THANK YOU xx.”

- Service User -

# COMMUNITY FOOD RETAILING IN ACTION – CASE III

BRIDGEND COMMUNITY PANTRIES	
Location:	Bridgend County Borough & South Wales
Website/social media presence:	Twitter: @BPantries Facebook: <a href="https://www.facebook.com/pantry.pantry.146">https://www.facebook.com/pantry.pantry.146</a>
Contact email / telephone:	alison@eclipsewales.co.uk john@eclipsewales.co.uk 07544 026265

The first 5 pantries were established in October 2020. There are currently 12 pantries operating within Bridgend County and 3 more are in the pipeline, which will extend across the county border. A Community Interest Company is being formed to manage development of the pantries and to establish resilient supply lines, local growing projects, delivery of support and wellbeing and long-term sustainability.

Communities served are; Cefn Cribwr, Porthcawl, Lewistown, Bettws, Blaengarw, Bryntirion, Nantymoel, Brackla, Bryncethin, Pencoed, Aberkenfig & Maesteg.

The revenue model is membership of £1, then £5 per bag of food. In some pantries, clients can select their own food, in other pantries, the bags of food are pre-packed. Delivery is facilitated where required.

Funds are collected prior to the next delivery and support venue running costs to ensure sustainability.



- By the end of July 2021, 4051 bags of food had been distributed. This amounted to saving approx. 44 tonnes of food from landfill.
- Pantry membership was 530 across the county.
- Approx. 1375kgs of food per week were being delivered via the 12 pantries.
- Resource files including recipes, information about local services were given out to members.
- 3 pantries have begun to operate a café, 1 pantry operates within a café and wellbeing/support is being developed alongside the pantries post lockdown, e.g. presence of Local Community Co-ordinator, signposting, Employability staff presence, carer's wellbeing group, tenancy support.

During lockdown we delivered food bags to D and N at their home. They were delighted with the contents of the bag, regular contact, and 'human' chat - "We found the bags of food very helpful and the people delivering were lovely so we decided to volunteer. N will help by driving pantry clients home with their shopping, now that Covid rules have relaxed, and I am now Team Leader of a pantry, which I enjoy very much".

T helped out with the admin in a pantry. She had not been working for some time and lacked confidence in general - "The confidence I gained whilst volunteering in the pantry helped me to find the courage and motivation to apply for a job. Some of my fellow volunteers also helped by coaching me in interview techniques. I didn't expect to be successful but I was! Whenever I can I go back to the pantry to help out".

Q lives alone, she is elderly and an insulin dependent diabetic - "The volunteers who delivered me bags of food during lockdown also helped me when I lost my phone and diabetic card. They made sure I could contact my family and the doctor to get a new phone and diabetic card. It was great to have a chat on the doorstep and benefit from their support and reassurance".

# COMMUNITY FOOD RETAILING IN ACTION

## – CASE IV

SPLO-DOWN FOOD CO-OP	
Location:	Oasis Courtyard, 69B Splott Road, Cardiff CF24 2BW
Website/social media presence:	Facebook: <a href="https://www.facebook.com/SploDown/">https://www.facebook.com/SploDown/</a> Instagram: @splo_down Twitter: @splo_down
Contact email / telephone:	ask@splo-down.org

Splo-Down Food Cooperative is an autonomous group of neighbours from Splott, Adamsdown and Tremorfa who have come together to meet their own food needs collectively. We purchase and distribute good food affordably, and strengthen our community connections as we go. We do this through a weekly member-ran market stall based in the Oasis Centre courtyard (Splott Road, Cardiff, CF24 2BW) every Wednesday 5pm-7pm.

### Our goals are:

- Make healthy food more accessible and affordable
- Reduce food insecurity for the members of the Splott, Adamsdown and Tremorfa communities
- Give buying power to our communities
- Help to cut large corporations and industrial-scale unsustainable farming practices out of our supply chains
- Further strengthen the sense of community within Splott, Adamsdown and Tremorfa
- Create opportunities for members to learn about food justice and community organising
- Meet and break bread with our neighbours
- Support and collaborate with local food growing projects
- Build resilience during the pandemic and post-Brexit

### What the coop offers:

- Being able to purchase food and home products at low cost and mostly plastic-free through the benefits of community purchasing at wholesale price.
- Being able to pre-order and collect a seasonal veg bag for £3 sourced locally through a local green grocer
- A space to meet other community members, have a tea and a chat

We want to create a space for everyone in the community whilst also acknowledging how unequal our access to resources is. We think community is a good space to start addressing the unfairness of our wider economy.

We believe in solidarity not charity. We offer the opportunity for people who feel more comfortable financially to pay more into the coop so that people who are feeling more squeezed financially can pay less. We do this in the following ways:

- **Pay-it-forward:** We operate a pay it forward scheme where members can pay in advance for other community members to enjoy a free veg box or some of the other foods.
- **Solidarity option:** Any member who is struggling financially is able to request a free veg box or other grocery items for free. Solidarity veg boxes (incl. pay-it-forward) can be requested in person (a week before or on the day if there are still spares) or online (before Sunday each week). Members names will be included on the collection list exactly the same as any members who has paid for the veg box.
- **A veg swap box:** for if you have some extras at your allotment, don't want some of the veg in your veg box, or need to take a bit extra.
- **Pay-what-you-can membership:** Our membership prices range from £1/year upwards with a sliding scale based on what people are able to pay.

"It's been really great moving into Splott and finding Splo-down and meeting new people. I grow some bits myself so I have really valued the veg swap as well as knowing there is a veg box for me each week to collect as well as other goodies like spices, nuts and pasta."

- Nick, coop member -

"Being part of the food co-op makes me feel much more connected to my local community. I look forward to my veg box each week, and the chance to get out of the house after a long day working and to see and talk to other people. I value the relatively low cost, and variety of vegetables, and also that I'm able to purchase other items using my own containers, as reducing wastage is important to me. Through food co-op I have made new friends, and enjoy attending social activities such as meets in the park."

- Lyndsey, coop member -

"It has taken a global pandemic to get more involved in my local community and volunteering in my community has been a stepping stone back to meaningful work."

- Dan, coop member and supply coordinator -



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# WHAT'S GOING ON?

## Celebrating Our Success Stories

Food Cardiff regularly shines a spotlight on one of Cardiff's thriving community food retail projects, celebrating the work it is undertaking and the positive impact it is having on its local community. For an in-depth look at different projects, please visit: <https://foodcardiff.com/blog/category/news/>

## Funding Opportunities

To keep up to date with the latest funding opportunities available for establishing and supporting community food retail projects, please visit the Wales Council for Voluntary Action (WCVA) funding portal at: <https://wcva.cymru/funding/>. There are other types of initiatives too, such as big lottery and local council funds. It is worth keeping an eye for it, particularly when you need some funding to get your project off the ground.

## Keep Up to Date with the Projects Around You with Our Project Directory

To keep up to date with the newest community food retail projects being set up throughout Cardiff, and to learn more about that which is local to you, explore using our project directory at: [www.foodcardiff.com](http://www.foodcardiff.com)

## Learn More about the Food Cardiff Movement

If you want to learn more about Food Cardiff, its mission, objectives and activities, and / or are interested in joining and contributing to the network, please visit: [www.foodcardiff.com](http://www.foodcardiff.com)



## ACKNOWLEDGEMENTS

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