Delivering a successful campaign – Veg Cities

10h30 Introduction and house keeping

10h35 Peas Please and Veg Cities Cardiff – Katie Palmer

10h50 Veg Cities – Sofia Parente

11h00 Group work – Stakeholder mapping
5 groups facilitated by Vera Zakharov, Katie Palmer, Chloe Clarke, Amber Wheeler and Courtney Scott

Groups were asked to:

- Map stakeholders who have the biggest influence/interest locally in increasing veg availability and consumption – those are your key players
- How would you go about engaging those key players? What are the opportunities for joining forces as a network to influence key players? E.g. Autumn push on Veg Power
- What do you need from the SFC network to help you influence your key players?
- What are the 5 top actions you are planning on your Veg City campaign?
These are the stakeholders identified by all 5 groups

- Wholesalers
- School kids
- Sports figures
- Procurement
- Planning department
- Local media
- Schools
- Head teachers
- Governors
- Chefs and restaurants
- Local retailers
- GP practices
- Fast food outlets
- Corner shops
- Food businesses

Disadvantaged communities
Single mid-aged men

- Retailers
- Community Leaders
- Local authority
- Public Health HWB
- DPH + CCG + Primary Care Trust
- Network Agencies (Partnerships)
- Small nimble organisations
- Network or social enterprises
- Local media
- Plant – based foodies bloggers
- School meal providers (piggy back on SUGAR SMART)
- Local growers / community farms
- Strategic public sector organisations
- Public sector food procurement
- Farmers markets
- Children centres

NHS

These are the top actions identified by participants in the 5 groups

<table>
<thead>
<tr>
<th>Action</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Include access to food in planning</td>
<td>9</td>
</tr>
<tr>
<td>Run cooking classes and training</td>
<td>8</td>
</tr>
<tr>
<td>Include 2 portions of veg in every meal</td>
<td>6</td>
</tr>
<tr>
<td>Good advertising</td>
<td>5</td>
</tr>
<tr>
<td>Support healthier food businesses</td>
<td>5</td>
</tr>
<tr>
<td>Veg challenges and competitions</td>
<td>4</td>
</tr>
<tr>
<td>Improve access to those in most need</td>
<td>4</td>
</tr>
<tr>
<td>More veg out of school hours</td>
<td>4</td>
</tr>
<tr>
<td>Educate about food waste</td>
<td>4</td>
</tr>
<tr>
<td>Promote veg</td>
<td>3</td>
</tr>
<tr>
<td>Increase veg offer</td>
<td>3</td>
</tr>
<tr>
<td>Set up network of growing spaces</td>
<td>3</td>
</tr>
<tr>
<td>Veg sessions</td>
<td>2</td>
</tr>
<tr>
<td>Set up a veg stand</td>
<td>2</td>
</tr>
<tr>
<td>Monitor and reduce food waste</td>
<td>2</td>
</tr>
<tr>
<td>Increase in veg grown for sale</td>
<td>1</td>
</tr>
<tr>
<td>Increase in land area used for growing</td>
<td>1</td>
</tr>
</tbody>
</table>
11h30 Report back to the plenary – key points identified by the 5 groups

- Use power of local knowledge and local networks
- Look for windows of opportunity
- Supply wholesalers + retailers
- Schools, headteachers, governors
- Advertising, crowdfunder JC Decaux
- How to move stakeholders with high influence but low interest
- Disadvantaged communities, how to influence them?
- Public procurement, Cardiff’s champion is Kevin Morgan, who are your local champions?
- Infrastructure, planning, transport to influence the local economy and local businesses
- Cllrs, officers, they do not always have the same ideas but we need to influence them