UCHELGAIS PRIFDDINAS

CAPITAL AMBITION

City Wide Food Strategy

RESULTS REPORT

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Background

Food Cardiff is a partnership of individuals and organisations that acts as a hub for connecting the people and projects working to promote healthy, sustainable and ethical food across the city. It also acts as a voice for wider change.

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, farmers and food producers, and the environment too.

Food Cardiff is in the process of developing a new three-year, city-wide food strategy, which will align with other local policies and plans such as Move More Eat Well; One Planet Cardiff and Cardiff Council's Food Strategy. It will also be used as a springboard for further action across the city and will assign clear timeframes, measurables and indicators whilst building on the city's existing assets.

The strategy focuses on five main goals:

1. **A healthy city -** ensuring everyone has access to and can afford nourishing and healthy food.
2. **An environmentally sustainable city** – a desire to see the way food is produced, bought and consumed benefiting nature, tackling climate change and preventing food waste.
3. **A thriving local food economy** – wanting healthy, sustainable and resilient food businesses to be at the heart of Cardiff's local economy, with people working in this sector earning a decent living.
4. **An empowering food city** – an ambition 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.
5. **A connected food system** – an aspiration to see food-related issues and solutions included across all local policies and to see people work together to ensure action is joined up.

Members of the public and groups, organisations and businesses were invited to give their views on the proposed strategy; this report gives the results of the public consultation.

Methodology

Food Cardiff and the Cardiff Research Centre worked in collaboration to develop an online survey, covering people's behaviour and attitudes both before and during the COVID-19 pandemic, as well as identifying priorities for the Food Strategy.

The survey was made available bilingually, and promoted online to comply with restrictions for the Alert Level 4 lockdown, which was in place throughout the duration of the consultation, preventing any face-to-face engagement, or the use of community buildings to promote paper copies of the survey.

A full list of organisations, websites and social media groups used to promote the survey is listed in Appendix A. The survey was also sent out to the Council's Citizen's Panel, and promoted to Council staff via the internal intranet.

A simplified version of the survey was also produced, aimed at ESOL students, excluding some questions, and using smiley face images rather than text.

Responses to the survey were cleansed and validated, removing blank and duplicated responses, giving an overall sample of 2,349

Research Findings

Where did you get most of your food in the last 12 months, and in the 12 months before the pandemic?

More than four out of five respondents cited a large supermarket as one of the top three places they got their food, both, in the last 12 months (82.9%) and in the 12 months before the pandemic (85.1%), followed by a budget supermarket (49.4% and 52.9% respectively) and small supermarket (36.5% and 37.2% respectively).

In the last 12 months (March 2020 February 2021 Since first lockdown)	1		2		3		Top 3
	No	%	No	%	No	%	%
Large supermarket	1470	*64.7*	292	*12.8*	122	*5.4*	***82.9***
Budget supermarket (e.g. Aldi, Lidl	340	*15.0*	393	*17.3*	130	*5.7*	***49.4***
Small supermarket (e.g. Tesco Express	150	*6.6*	333	*14.7*	182	*8.0*	***36.5***
Specialist shops (e.g. greengrocer, butchers, bakery, fishmonger)	65	*2.9*	196	*8.6*	226	*9.9*	***27.4***
Corner shop or convenience store	11	*0.5*	151	*6.6*	203	*8.9*	***20.9***
Takeaway	6	*0.3*	51	*2.2*	193	*8.5*	***15.5***
Independent Supermarket (e.g. Clare Foods, Eastern Chinese Supermarket, Cardiff Food Centre)	18	*0.8*	63	*2.8*	64	*2.8*	***8.7***
Veg Box	28	*1.2*	65	*2.9*	62	*2.7*	***8.4***
Farmers Market	17	*0.7*	53	*2.3*	54	*2.4*	***7.2***
Community food project (e.g. Pantry or Co-op)	14	*0.6*	30	*1.3*	21	*0.9*	***3.7***
Direct from farm	2	*0.1*	20	*0.9*	21	*0.9*	***2.3***
Sit-in Restaurants	0	*0.0*	4	*0.2*	23	*1.0*	***1.4***
Food Bank	0	*0.0*	6	*0.3*	6	*0.3*	***0.5***

In the 12 months before the pandemic (March 2019 February 2020)	1		2		3		Top 3
	No	%	No	%	No	%	%
Large supermarket	1460	*65.9*	331	*14.9*	94	*4.2*	**85.1**
Budget supermarket (e.g. Aldi, Lidl	488	*22.0*	513	*23.2*	171	*7.7*	**52.9**
Small supermarket (e.g. Tesco Express	125	*5.6*	453	*20.5*	246	*11.1*	**37.2**
Specialist shops (e.g. greengrocer, butchers, bakery, fishmonger)	53	*2.4*	243	*11.0*	306	*13.8*	**27.2**
Corner shop or convenience store	9	*0.4*	132	*6.0*	224	*10.1*	**16.5**
Takeaway	2	*0.1*	57	*2.6*	178	*8.0*	**10.7**
Independent Supermarket (e.g. Clare Foods, Eastern Chinese Supermarket, Cardiff Food Centre)	23	*1.0*	93	*4.2*	93	*4.2*	**9.4**
Veg Box	13	*0.6*	39	*1.8*	33	*1.5*	**3.8**
Farmers Market	28	*1.3*	71	*3.2*	93	*4.2*	**8.7**
Community food project (e.g. Pantry or Co-op)	6	*0.3*	26	*1.2*	24	*1.1*	**2.5**
Direct from farm	4	*0.2*	10	*0.5*	17	*0.8*	**1.4**
Sit-in Restaurants	3	*0.1*	59	*2.7*	205	*9.3*	**12.1**
Food Bank	0	*0.0*	2	*0.1*	5	*0.2*	**0.3**

The COVID-19 pandemic, and its associated lockdowns resulted in some changes of behaviour in how people got their food: use of budget supermarkets dropped by 14.9%, sit-in restaurants by 10.9%, and small supermarkets by 7.9%. There was a 3.0% increase in the use of Veg Boxes.

	% Ranked in top three		
	In the last 12 months	In the 12 months before the pandemic	Difference
Large supermarket	82.9	85.1	-2.2
Budget supermarket (e.g. Aldi, Lidl	38.0	52.9	-14.9
Small supermarket (e.g. Tesco Express	29.3	37.2	-7.9
Specialist shops (e.g. greengrocer, butchers, bakery, fishmonger)	21.4	27.2	-5.8
Corner shop or convenience store	16.1	16.5	-0.4
Takeaway	11.0	10.7	0.3
Independent Supermarket (e.g. Clare Foods, Eastern Chinese Supermarket, Cardiff Food Centre)	6.4	9.4	-3.1
Veg Box	6.8	3.8	3.0
Farmers Market	5.5	8.7	-3.2
Community food project (e.g. Pantry or Co-op)	2.9	2.5	0.3
Direct from farm	1.9	1.4	0.5
Sit-in Restaurants	1.2	12.1	-10.9
Food Bank	0.5	0.3	0.2

Looking at results by demographic group, patterns of behaviour were broadly similar, with some exceptions:

- Households including children, and respondents from a minority ethnicity were more likely to use large supermarkets
- Respondents under the age of 35, and those from a minority ethnicity were more likely to use budget supermarkets
- Under 35s were more likely to use specialist shops

On a scale of 1 to 5, where 1 is 'not confident at all' and 5 is 'very confident', how would you rate your confidence in the following…

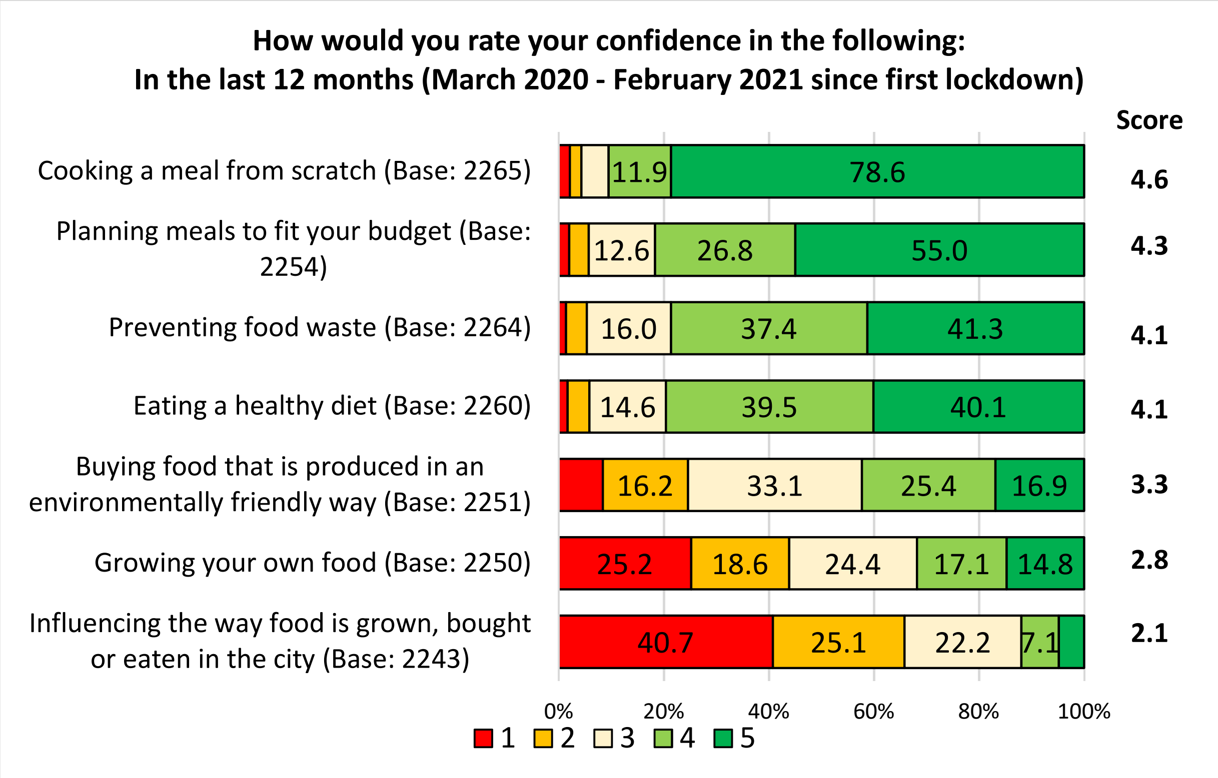
Respondents were asked to rate how confident they felt undertaking a range of activities, both during and before the lockdown. A score was assigned, based on the number of respondents answering each rating, out of a maximum of 5.

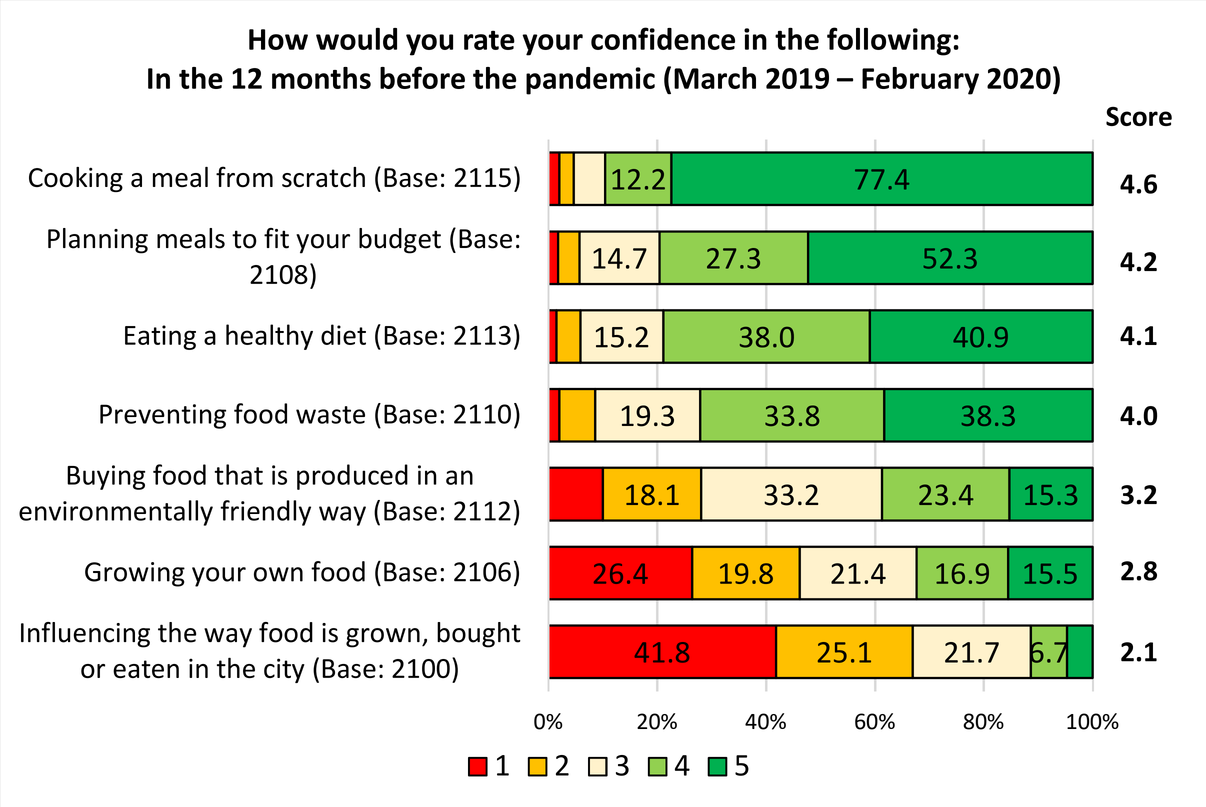
Levels of confidence were highest for 'Cooking a meal from scratch', with nine out of ten respondents feeling 'very' or fairly' confident about this, both before and since the lockdown, generating a score of 4.6 out of 5.

Four out of five respondents felt confident in planning meals to fit their budget, whilst over three quarters were confident in preventing food waste.

Confidence was lowest for 'Influencing the way food is grown, bought or eaten in the city', with just one in ten expressing confidence in this.

There was little difference in the scores for each option for the last 12 months, and for the 12 months before lockdown.





Whilst there was little difference in the scores for the demographic groups analysed, some differences by age were identified.

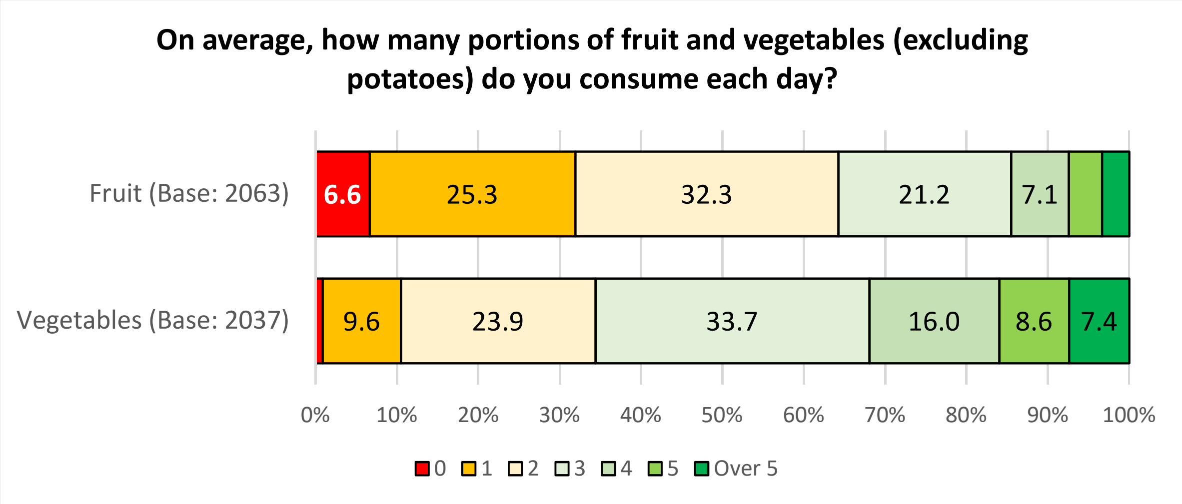
Respondents under the age of 35 were less confident than those aged 55 or over in terms of:

- Eating a healthy diet (scoring 3.9, both before and during lockdown)
- Preventing food waste (scoring 3.8 for the last 12 months, and 3.6 in the 12 months before the pandemic)
- Buying food that is produced in an environmentally friendly way (scoring 3.1 for the last 12 months, and 3.0 for the 12 months before the pandemic)
- Growing your own food (scoring 2.4 in the last 12 months, and 2.2 in the 12 months before the pandemic)

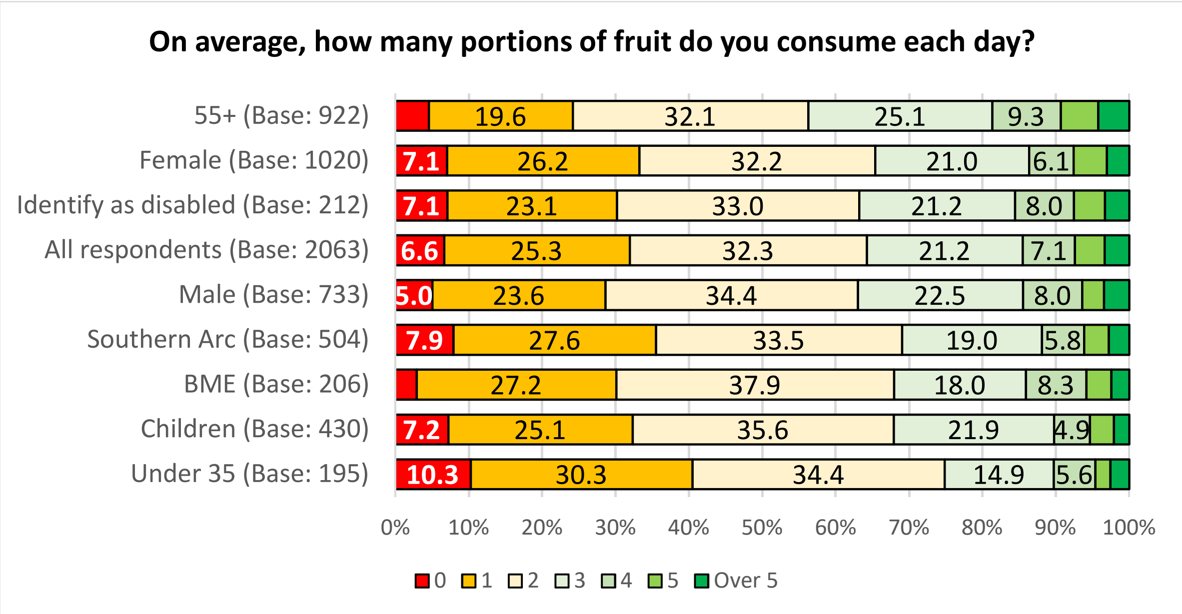
A full breakdown is provided in Appendix C.

On average, how many portions of fruit and vegetables (excluding potatoes) do you consume each day?

Just 7.4% of respondents reported eating at least 5 portions of fruit per day, on average, rising to 16.0% eating at least 5 portions of vegetables (not including potatoes)

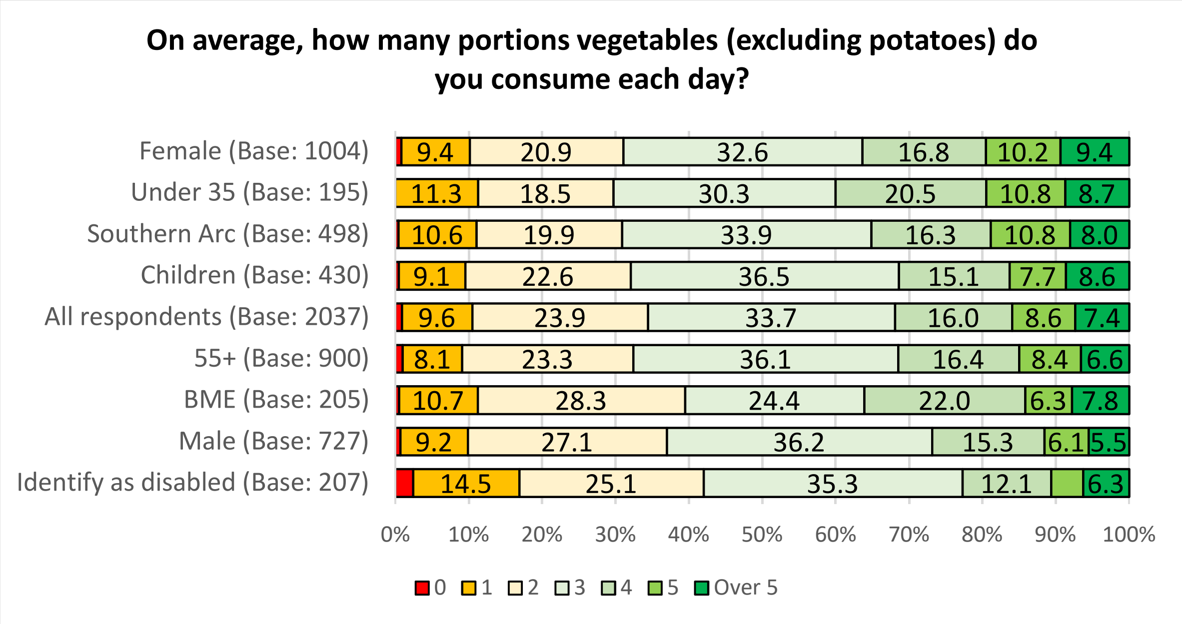


Respondents aged 55 or over were most likely to eat at least 5 portions of fruit, with 9.3% reporting this amount, double that of those under 35 (4.6%). One in ten (10.3%) of under 35s reported they did not eat any fruit on an average day.



Around a fifth of women (19.5%), respondents under the age of 35 (19.5%) and those living in the Southern Arc of the city (18.9%) ate at least 5 portions of vegetables on an average day.

One in ten respondents who identify as disabled (10.6%) ate at least 5 portions of vegetables per day.

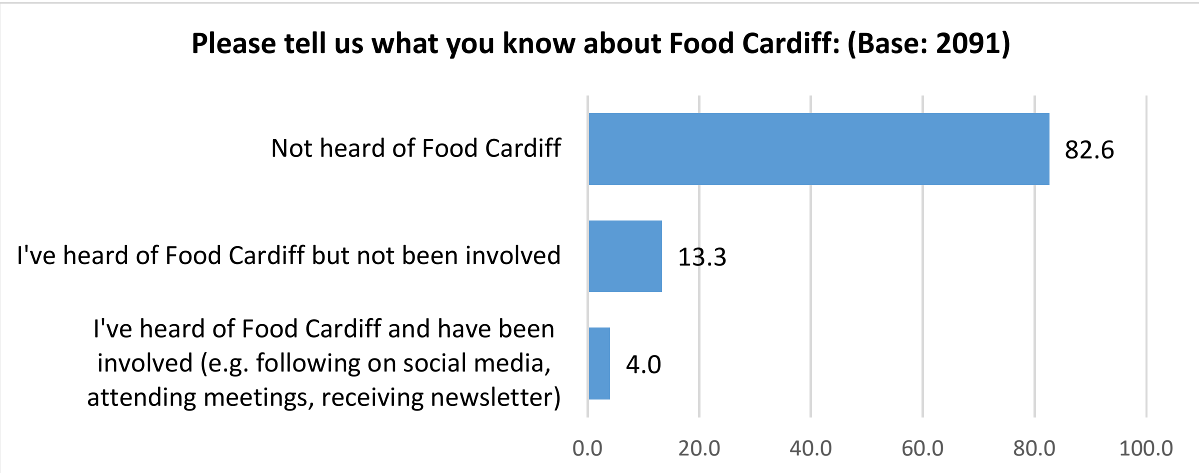


We have a partnership called Food Cardiff which works with partners promoting healthy, local, affordable and sustainable food across the City

Please tell us what you know about Food Cardiff:

Four out of five respondents (82.6%) were unaware of Food Cardiff; around one in eight (13.3%) were aware, but had no involvement, whilst 4.0% of those surveyed had been actively involved with Food Cardiff.

This pattern was similar across the demographic groups analysed.

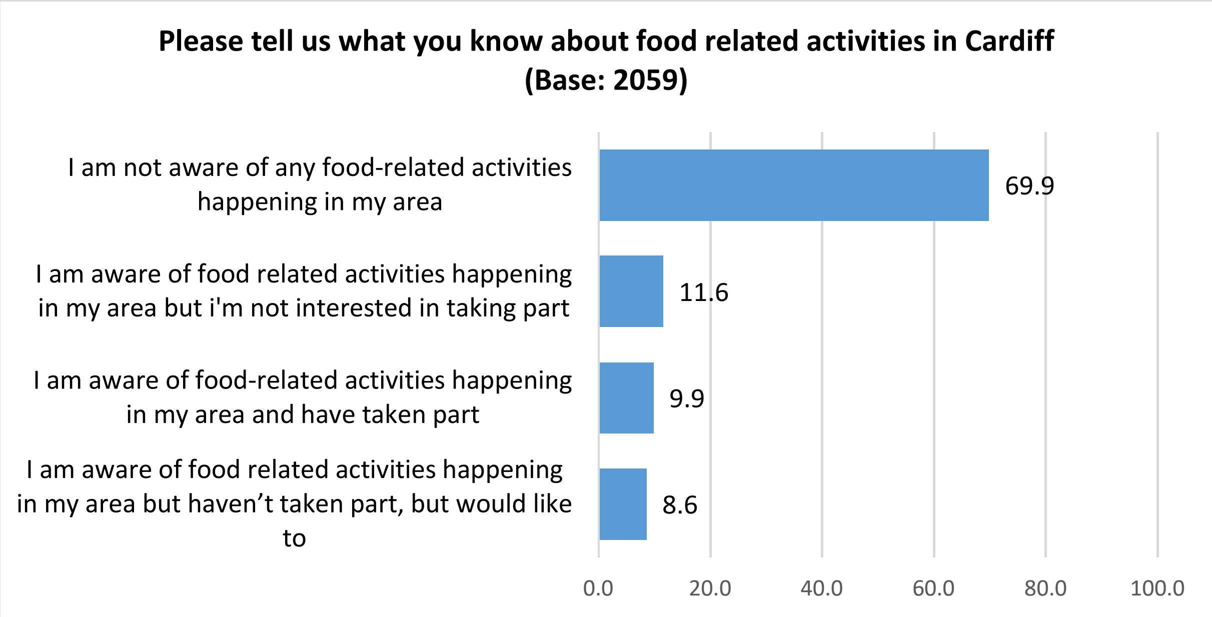


Awareness of Food-Related Activities

Please tell us what you know about food related activities in Cardiff

Seven in ten respondents (69.9%) were unaware of food-related activities in their area; one in nine (11.6%) were aware, but not interested in taking part.

One in ten (9.9%) were aware of activities, and had taken part, while one in twelve (8.6%) were aware, and were interested in participating.



Again, this pattern was broadly similar across the different demographic groups analysed.

What barriers are stopping you form taking part?

Respondents were asked to identify if there were any barriers stopping them from participating in food related activities in their area. 92 respondents left a valid response to this question, these comments were then grouped into themes; these themes along with example comments can be viewed below:

Theme	No	%	Example Comments
Lack of time	47	51.1	• I work full time, so am limited as to how much time I can commit to • Time! Fitting it in with work and family • I'm a full time carer and parent no time to myself to leave the house • Time to find out more.
The Pandemic	28	30.4	• Pandemic • Lockdown • Social distancing
Lack of information	23	25.0	• I'm unsure of the way it works! • Not knowing which one to link to • knowing when and where they are
Cost	4	4.3	• Parking costs • Finances
Other	18	19.6	• lack of convenient public transport as alternative to driving • Want an allotment but none near me. • Mental health.
Total Responses	**92**	**-**	

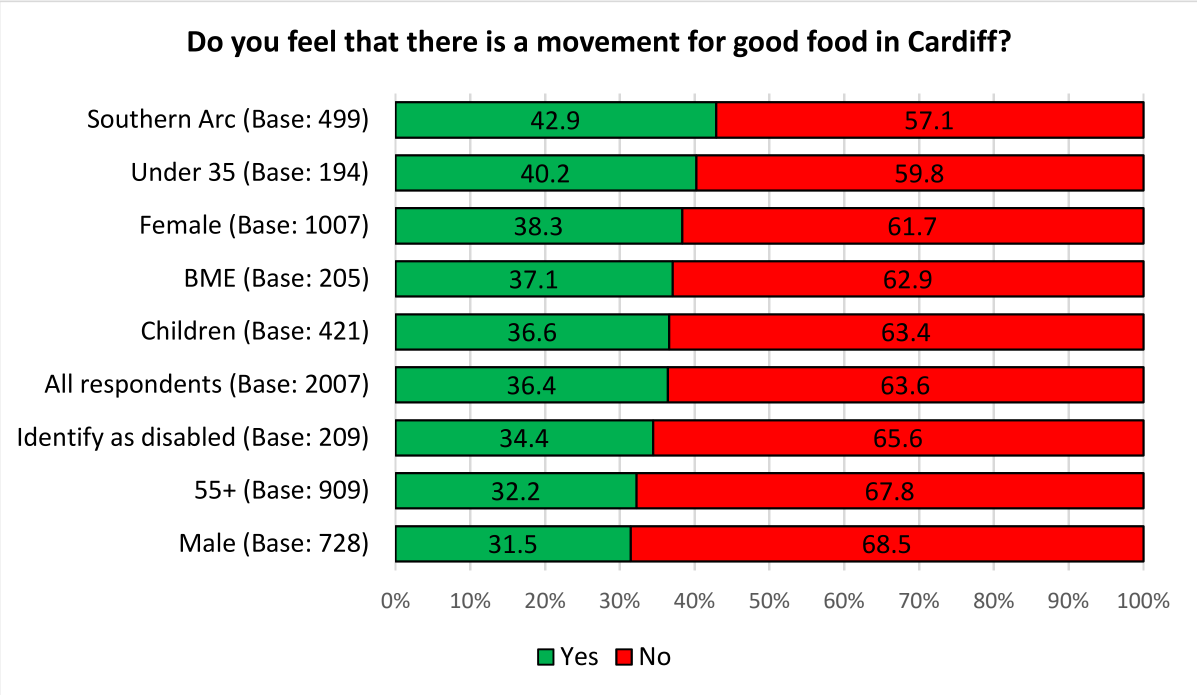
N.B. Percentages do not total 100% as respondent comments could fall into multiple themes

Places can be described as having a "Good Food Movement", where there is high public awareness and widespread participation in food-related activities (for example growing, cooking and sharing food), and where individuals and organisations can connect and collaborate around food.

Do you feel that there is a movement for good food in Cardiff?

Overall, around a third of respondents (36.4%) felt that there was a movement for good food in Cardiff.

This rose to 42.9% amongst those living in the Southern Arc of the city, and fell to 31.5% amongst men.



Respondents were invited to elaborate on their answers and explain why they felt there is / isn't a movement for good food in Cardiff. These responses were separated out by yes / no responses then grouped into themes; these themes along with example comments can be found below / overleaf.

There was a total of 448 responses received from those people who felt there was a movement for good food in Cardiff:

Theme	No	%	Example Comments
Push for sustainability/ Green Squirrel/Community gardens/ Food share	107	23.9	• The pop up outdoor restaurants at The Corporation, Bone Yard, Oasis, Wild Thing Cathays Community • I'm aware of food sharing organisations and food growing orgs in the city • I've heard of a few community growing partnerships, education programmes, and other food initiatives • As well as Food Cardiff, I am also aware of Edible Cardiff and Grow Cardiff

			• More locally produced, affordable food with less waste and carbon footprint would be good for all
Thriving Independent Scene	91	20.3	• I work all over. Cardiff has one of the most thriving independent food scenes out there. • There seems to be a push for independents & producers making their own food/cooking activities • Distinct rise in number of independent and artisan producers, suppliers and eateries. • Pop up restaurants, new indie businesses, quality and options has improved in the last 10 years • The increase in independent cafes and restaurants using locally sourced food
Farmers/ Food Markets	75	16.7	• The farmers' markets form a hub for increasing awareness of good and sustainable food • Introduction of farmer's markets is a good way forward • Good opportunities at farmer's markets. Can empty units can be used for small start-up businesses? • Lots of markets around the city
Good Awareness / Me / Friends / Family	63	14.1	• I volunteer for Fareshare so see, at first hand, how surplus food is shared within the community • Know of family members taking part • I'm a grower myself and am involved with growing charities • My children eat at one off restaurants, and quite often know the youngsters who started them.
Lots of events	57	12.7	• Been to food festivals • Lots of food based activities. • Lots of local food events and new restaurants opening.
Connection of Environment / Heath	48	10.7	• People are more aware of growing their own food also better for the planet • We all need to do our bit for the environment and our health • I am aware of various amenities related to healthcare
Good Support for local scene	47	10.5	• New approach to buying locally produced food post Brexit • Lockdown has led to people being more aware of their local environment and supporting small business

			• People are more interested in local food, sustainability and carbon footprint.
More Education / advertising / promotional work needed	31	6.9	• There is some but a lot more could be initiated in the future • Yes but early days in terms of widespread knowledge and participation.
Good Established Network	29	6.5	• Good network of organisations • Growing smaller business pre-pandemic as well as street food options but I would like to see more.
Allotments	26	5.8	• A lot of people grow their own in allotments and gardens and there are farmers markets • Flourishing independent specialist food shops and high demand for allotments
Support vulnerable	22	4.9	• Helpful to families and those on low budget • Since the lockdowns, there have been many organisations who are helping people in need with food.
Social media promotions	15	3.3	• Purely from what I see on Twitter. I follow a number of small independents
Reliance on Fast food /Supermarkets	10	2.2	• Because too many people don't know how to cook and rely on take away and ready meals
This survey made me aware	8	1.7	• I get this feeling from the surveys you keep sending me.
Misc. / Other	52	11.6	• I am enthusiastically completing this form! • A back to basics attitude. Making meals from scratch. • Society do-gooders • Multicultural city
Total Responses	**448**	**-**	

N.B. Percentages do not total 100% as respondent comments could fall into multiple themes

There was a total of 968 responses received from those people who felt there wasn't a movement for good food in Cardiff:

Theme	No	%	Example Comments
Not aware of a good food movement in Cardiff	709	73.2	• I have not heard of anything • Heard absolutely nothing • I haven't noticed one. • I have no idea what it is • I simply do not know, nor have heard, of any real movement sadly
Not publicised/Not much information	81	8.4	• Little promotion of local produce • I haven't seen any information about it in the press, on television or online. • Not sure how these things get advertised. Nothing much in paper and I don't use much social media • It's not visible.
Must be accessible to everyone - affordable/accessible	45	4.6	• Often outlying council estates are forgotten. Big divisions between rich and poor • Could be better, including online options/participation etc • There is overpriced markets and 'street food'.
Too many takeaways/poor quality junk food	41	4.2	• Take away and fast food restaurants seem to be given priority by planners • You promote McD & BK & KFC in all streets within the city. Where are the organic & healthy options • Cardiff food outlets dominated by fast food and burger joints.
Allotments/Community gardens	27	2.8	• I am aware of allotments, but not of any activities promoting the cooking or sharing of food. • where can i grow food in Cardiff, lack of allotments, or accessible growing spaces, • No visibility of this initiative. Where are community growing plots in the Cardiff Living sites ?
Food and farmers markets	25	2.6	• I don't think the indoor market is used properly and supermarkets are too prominent in the city • Hard to find good quality produce for cooking from scratch unless able to pre order or visit a farmer market • I have only heard of two food markets in Cardiff
Supermarkets/chains	21	2.2	• We have mainly chain restaurants, and a lack of fresh food markets and places to buy local goods

			• Not enough small affordable markets, full of huge multi-national corporations supermarkets • I don't think the indoor market is used properly and supermarkets are too prominent in the city
Food Banks	11	1.1	• If there is it hasn't made any impact on me. I only know of Foodbank collections in local Churches • Only personal donation of food to Food Banks. Don't know if this qualifies as Good Food.
Other	83	8.6	• It's a city not a Farm • Think council has better things to spend money on! • Define good food? • I don't really understand why our local authority are wasting our time meddling into people's lives
Total Responses	**968**	**-**	

N.B. Percentages do not total 100% as respondent comments could fall into multiple themes

Have you participated in any of the following activities?

Respondents were given a list of activities, and asked to identify which, if any, they had taken part in over the last 12 months, and in the 12 months before the pandemic.

The most common activity before the pandemic was 'Shopping at a farmers market', with 63.6% of respondents having taken part; this fell to 28.8% in the year since the first lockdown.

'Food growing at home' increased from 42.4% to 51.9% since the lockdown, with volunteering around food, both formally and informally, showing an increase in participation since the start of the pandemic.

	In the last 12 months		In the 12 months before the pandemic		Difference
	No.	%	No.	%	
Food growing at home	836	*51.9*	683	*42.4*	9.5
Informal volunteering around food (e.g. sharing food with neighbours, helping people shop)	385	*23.9*	242	*15.0*	8.9
Formal volunteering around food (e.g. for a food bank, pantry or other scheme with set volunteer positions)	131	*8.1*	108	*6.7*	1.4
Community Food Growing	56	*3.5*	70	*4.3*	-0.9
Food waste workshop (e.g. Wasteless kitchen)	15	*0.9*	34	*2.1*	-1.2
Community Meal	22	*1.4*	86	*5.3*	-4.0
Cooking workshop / course	47	*2.9*	133	*8.3*	-5.3
Shopping at a farmers market	464	*28.8*	1025	*63.6*	-34.8
Street food event	169	*10.5*	800	*49.6*	-39.1
Total Respondents	**1612**	**-**	**1612**	**-**	

All of the demographic groups analysed followed this patter. A full breakdown of results by demographic is available in Appendix D.

Participation in food activates – Ask Cardiff 2016 v Survey results

Where activities permit, the findings from the food participation survey have been compared against the findings from the 2016 Ask Cardiff Survey.

2016 Ask Cardiff results and the 12 months before the pandemic show that more than three in five (62.2% and 63.6% respectively) respondents were shopping at a farmers market, the last 12 months has seen this drop to less than three in ten (28.8%).

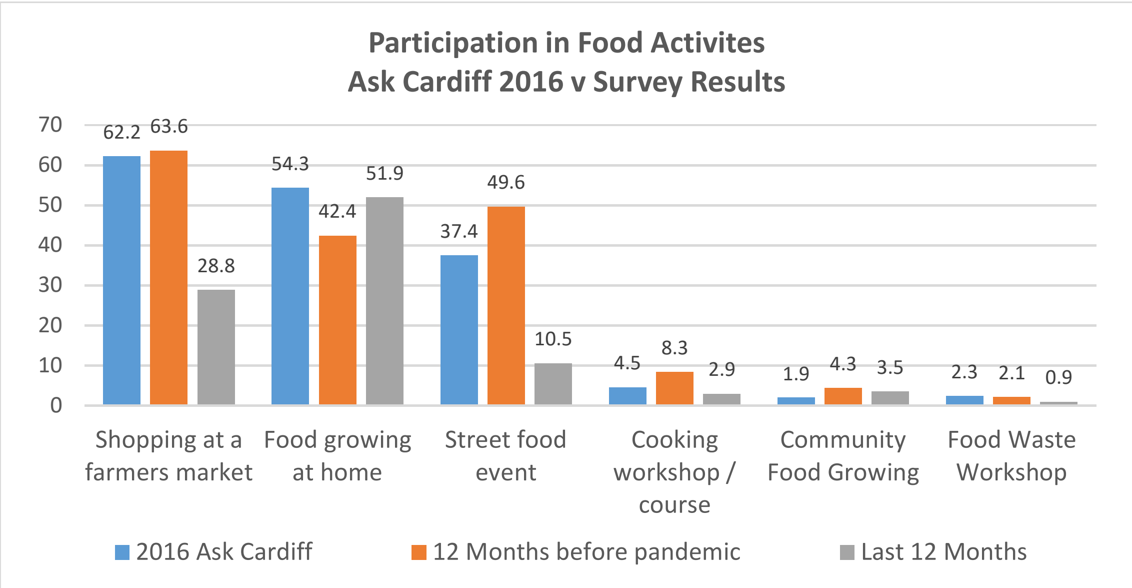
Results from 12 months before the pandemic show a decrease of 11.9 percentage points in respondent's food growing at home when compared with the results from the 2016 Ask Cardiff Survey. The last 12 months has seen levels rise back similar to that of the 2016 results.

A half (49.6%) of survey respondents were attending street food events in the 12 months before the pandemic, this is a rise of 12.2 percentage points when compared with the findings from the 2016 survey. However, the last 12 months has seen this figure drop to one in ten (10.5%).

People attending cooking workshops / courses had almost doubled during the 12 months before the pandemic when compared to that of the 2016 results (8.3% and 4.5% respectively). However, the last 12 months has seen this figure drop to 2.9%.

Participation in community food growing has more than doubled when comparing the 12 months before the pandemic to that of the 2016 results (4.3% and 1.9% respectively). The last 12 months has seen a slight drop to 3.5%.

Attendance at food waste workshops in the 12 months before the pandemic was in line with that of the 2016 results (2.1% and 2.3% respectively). However, in the last 12 months this figure has dropped to 0.9%.



Food Cardiff has worked with people and organisations across the city to develop a draft strategy to positive influence how we grow, cook, sell and eat food in Cardiff. We have identified 5 overarching goals and 12 desired outcomes.

Please rank your top 3 goals

Respondents were presented with the five goals included in the draft strategy, and asked to rank their top three choices. Three points were assigned to the first place votes, two to those in second place, and one for third place, giving an overall score out of three.

The goal receiving the highest score, 2.2, with 86.5% of all votes for this goal in the top three, was "A healthy city: We want to ensure everyone has access to and can afford nourishing and healthy food'.

This was followed by 'An environmentally sustainable city: We want the way food is produced, bought and consumed to benefit nature, tackle climate change and prevent food waste', with a score of 1.5, and 74.9% of votes in the top three.

'An empowering food city: We want healthy, sustainable and resilient food businesses to be at the heart of our local economy, and those working in this sector earn a decent living' was ranked third, with a score of 1.2 out of three, and 67.7% of votes in the top three.

Base: 1914	1st		2nd		3rd		Top 3	Score
	No	%	No	%	No	%		
A healthy city: We want to ensure everyone has access to and can afford nourishing and healthy food.								
	1058	*55.3*	389	*20.3*	208	*10.9*	86.5	**2.2**
An environmentally sustainable city: We want the way food is produced, bought and consumed to benefit nature, tackle climate change and prevent food waste.								
	450	*23.5*	612	*32.0*	371	*19.4*	74.9	**1.5**
A thriving local food economy: We want healthy, sustainable and resilient food businesses to be at the heart of our local economy, and those working in this sector earn a decent living.								
	273	*14.3*	475	*24.8*	548	*28.6*	67.7	**1.2**
An empowering food city: 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.								
	77	*4.0*	211	*11.0*	323	*16.9*	31.9	**0.5**
A connected food system: We want to see food-related issues and solutions integrated across all local policies and to see people work together to ensure action is joined up.								
	57	*3.0*	169	*8.8*	340	*17.8*	29.6	**0.4**

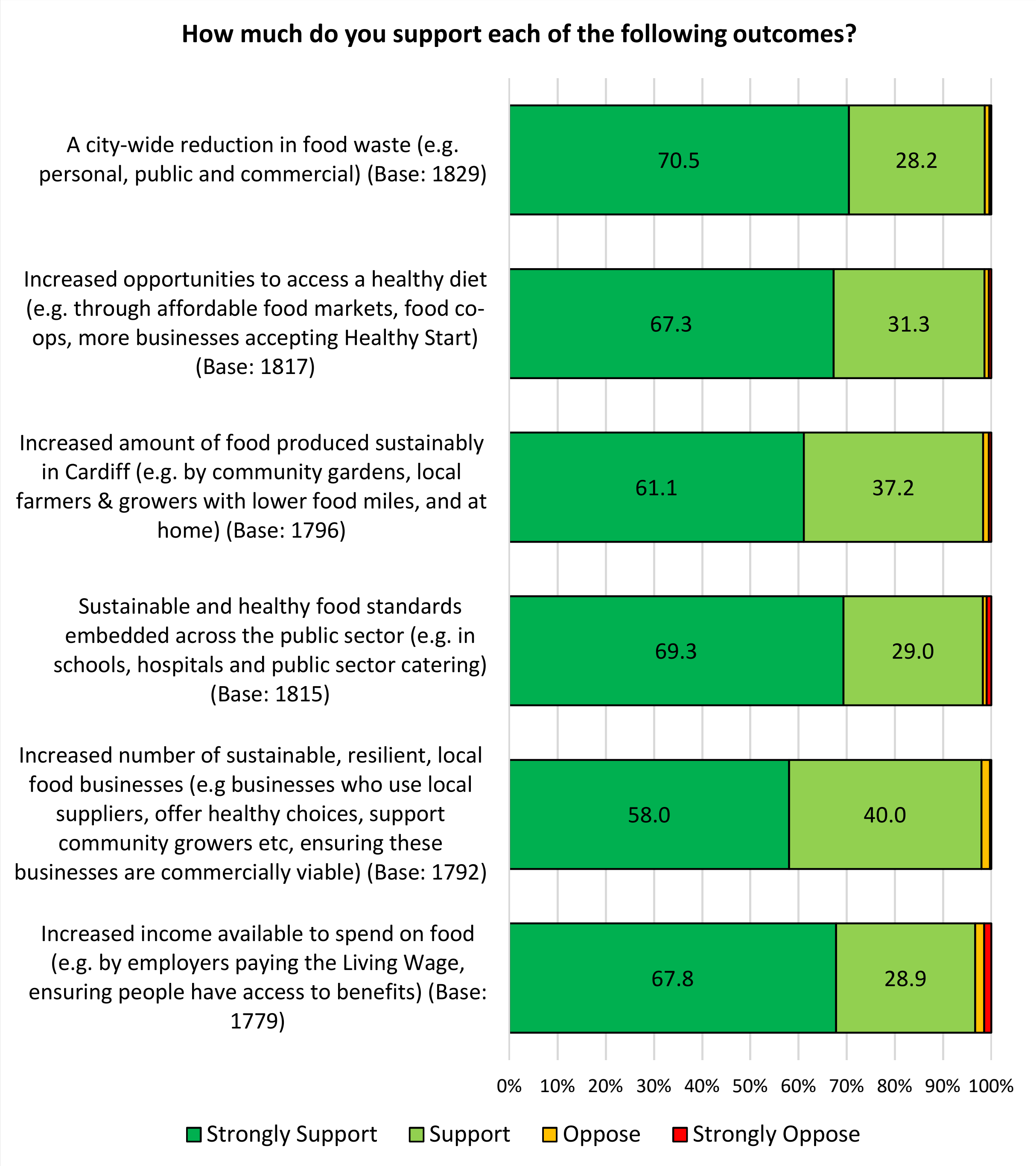
There was a consistency of opinion across the demographic groups analysed:

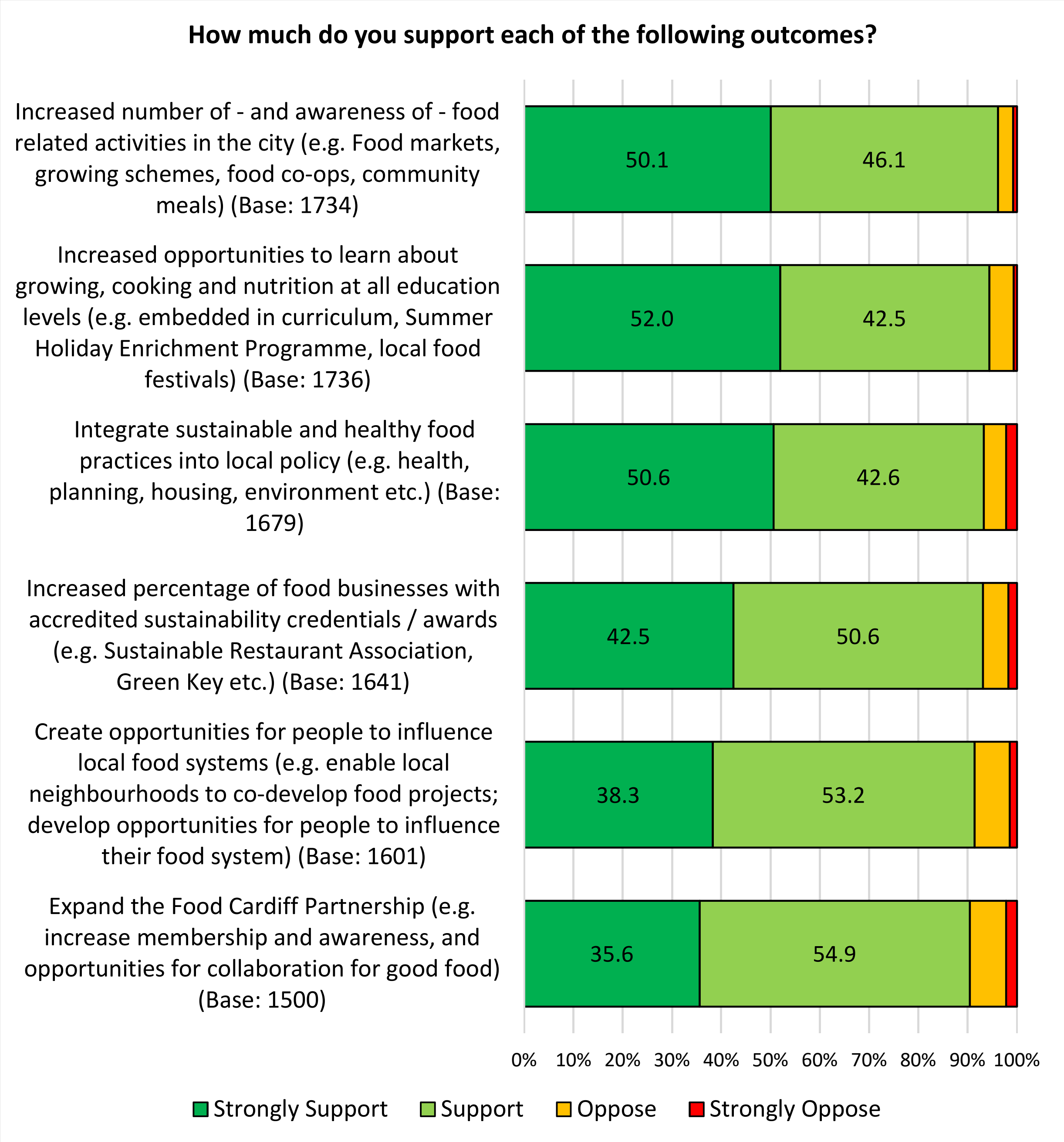
	Under 35	55+	Female	Male	BME	Southern Arc	Identify as disabled	Children	Overall
Base	**204**	**908**	**1047**	**718**	**218**	**511**	**214**	**442**	**1914**
A healthy city: We want to ensure everyone has access to and can afford nourishing and healthy food.									
	1.9	2.2	2.2	2.1	2.1	2.2	2.1	2.2	2.2
An environmentally sustainable city: We want the way food is produced, bought and consumed to benefit nature, tackle climate change and prevent food waste.									
	1.9	1.4	1.6	1.5	1.7	1.6	1.4	1.7	1.5
A thriving local food economy: We want healthy, sustainable and resilient food businesses to be at the heart of our local economy, and those working in this sector earn a decent living.									
	1.2	1.3	1.1	1.4	1.0	1.2	1.2	1.1	1.2
An empowering food city: 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.									
	0.7	0.5	0.6	0.4	0.6	0.6	0.7	0.5	0.5
A connected food system: We want to see food-related issues and solutions integrated across all local policies and to see people work together to ensure action is joined up.									
	0.4	0.5	0.4	0.5	0.5	0.5	0.5	0.5	0.4

How much do you support each of the outcomes?

Respondents were given a list of 12 desired outcomes included in the draft strategy, and asked to indicate their level of support for each.

There was strong support for the outcomes, with each receiving support of more than 90% of respondents:





There was a strong consensus of opinion amongst the demographic groups analysed.

Are there any other suggestions / comments you would like to leave in relation to the Food Strategy?

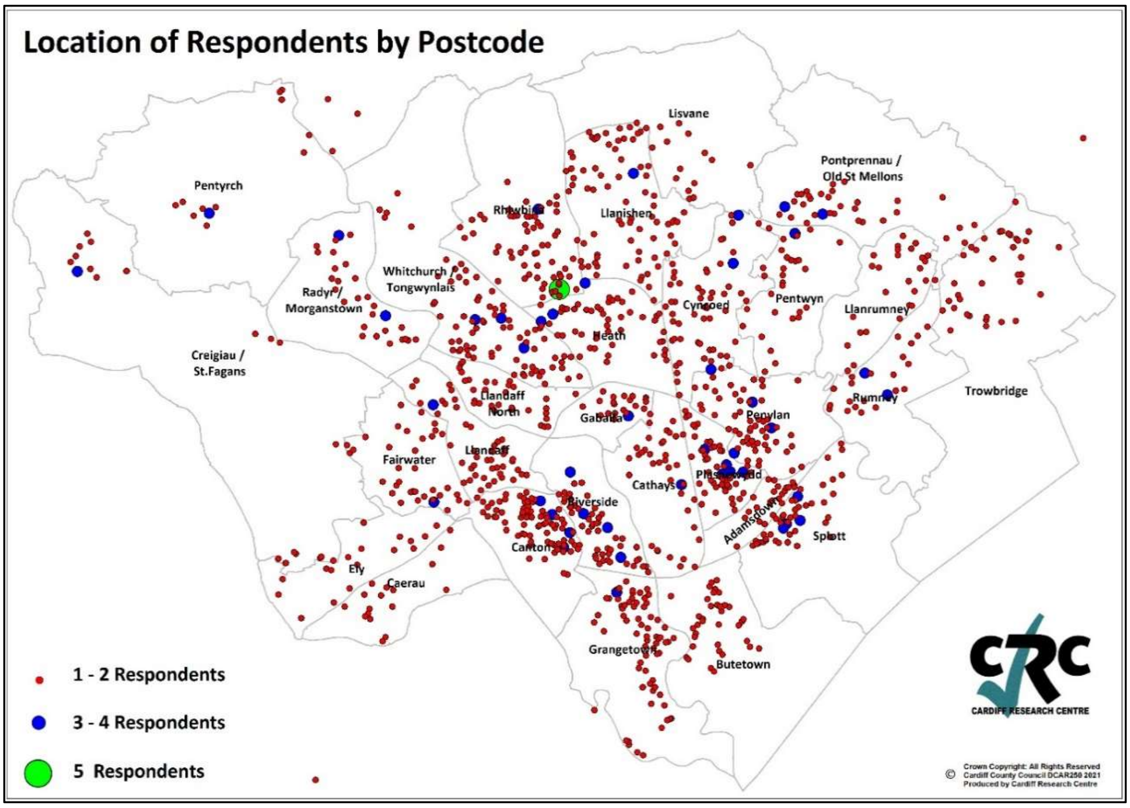
Respondents were invited to leave any other suggestions / comments they had in relation to the Food Strategy. 363 respondents left a valid response to this question, these comments were then grouped into themes; these themes along with example comments can be viewed below:

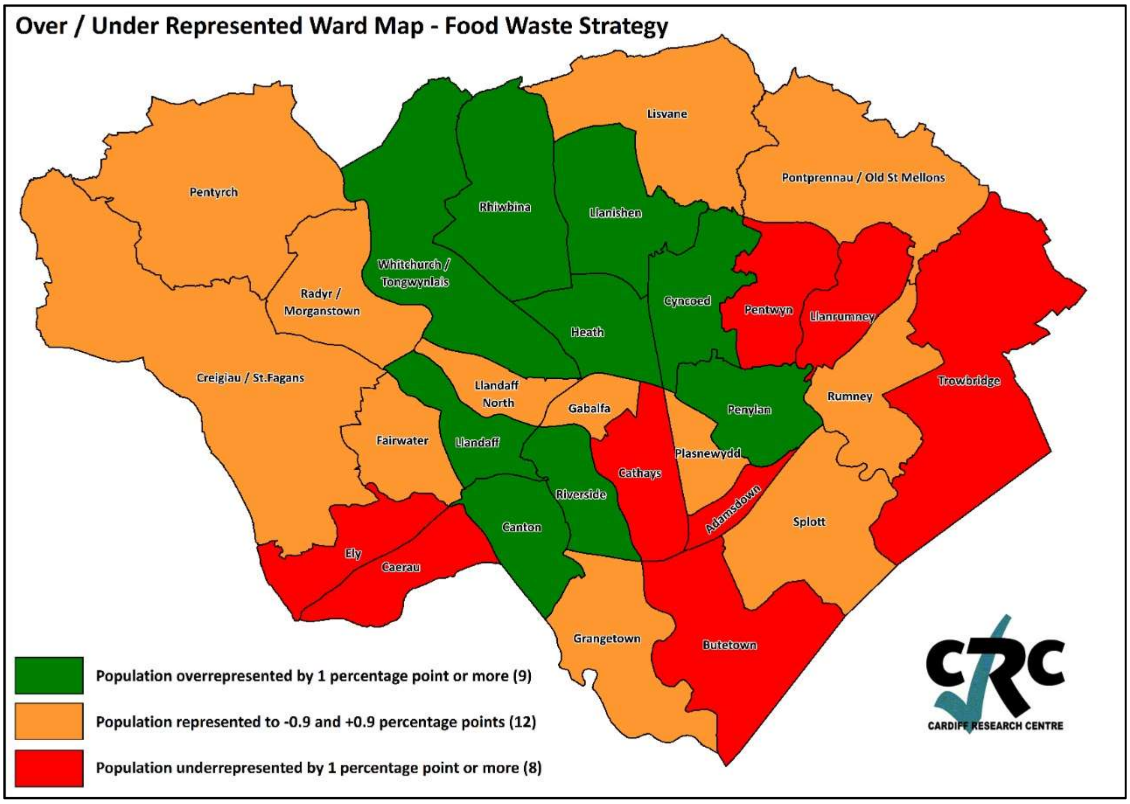
Theme	No	%	Example Comments
Promote & teach healthy eating across city and in schools	95	26.2	• Provision of healthy free school meals for all pupils should be a priority. The current standard is unacceptably poor. • A better use of council funds would be to use the Food Cardiff budget in schools to make real change for the next generation's attitude to food. • Education and teaching kids in school about food, nutrition and growing • Have a very basic beginner's scheme as I find some things intimidating because my knowledge is quite bad. • Trying to make more people aware of your aims. Ask groups to actively raise your profile.
Green liveable city- more allotments, community gardens, grow your own veg /save farmland	84	23.1	• More allotments. There is a lot of land in and our Cardiff and villages that communities could use • Make investment available for entrepreneurs who want to set up urban agriculture enterprises - including vertical growing. • More allotments and community gardens • Promote the use of allotments - and include those with disabilities or older people to have access to some specialised plots • Make allotments cheaper and stop building on green spaces
Healthy food must be accessible to everyone - Affordable & Local	59	16.3	• Good food needs to be affordable • These should be available in local communities and not just in the city. • Make sure it is across all of Cardiff, not just 'one offs' in city centre • Make farmers markets more affordable because at the moment it is like an upper middle class fad.
Not for the council to decide/ waste of public money/Not priority	48	13.2	• shouldn't be a council priority • I oppose any use of council taxpayers money, the council wastes enough money already. When will working people see reduction in council tax bills • Let the experts deliver - keep politicians away from these activities and avoid certificate chasing. PLEASE DO NOT SET TARGETS
Large shops to use and promote local and	26	7.2	• Incentives for large shops to reduce plastic packaging on all products. Incentive for large shops to include local produce in their product range. E.g. in France,

sustainable food sources			all food retailers are required to give a percentage of their floor space to local produce. • Reduce the amount of large restaurant chains opening in Cardiff City Centre. Let's support independent business which have sustainable ethics. • Focus should be on promoting / making available local seasonal produce
Enforce food standards	18	5.0	• Enforce food standards. Strengthen existing food & hygiene standards. • Have NRW enforcing regulations related to farming and agriculture • We should ban sales of sugary drinks to under 16s, in the same way we have for energy drinks
Reduce fast food outlets	17	4.7	• Too many junk food outlets in poorer areas • Reduce licenced junk food takeaways and deliveries • Stop council from allowing so many takeaways being in business
Need more information regarding plans	17	4.7	• First time I've ever heard of a Food Strategy. • For folk with no tv no smartphone no papers and no wireless HOW do they get to hear about these things and if it wasn't for this survey neither would I. • This is broad brush. Difficult to fully support without knowing costs and implications of the policy.
Tackle single use plastic packaging	13	3.6	• Tackle food packaging should be a priority • Encouraging less packaging in supermarkets. • Work with major supermarkets to reduce packaging, particularly plastics
Encourage Vegetarian/Vegan	9	2.5	• I would like a key emphasis of your mission to be supporting and encouraging veganism • All schools should only provide vegetarian and plant based food because children want to help reduce the effects of climate change and the mass extinction of wildlife and destruction of environments around the world by meat producers.
Other	50	13.8	• Branch out to other Councils in Wales • Sharing of foods cooked by different cultures • Include the universities, staff and student populations in all plans • More independent restaurants in Cardiff city centre • Allowing public to partake in local food systems allows it to be open to abuse or damage by those looking to
Total responses	**363**	**-**	

About You

What is your home postcode?





What was your age on your last birthday?

Respondents aged under 35 were largely underrepresented in terms of the city's demographics, with 11.1% in this age group, compared with 41.2% of the overall population of Cardiff (2019 Mid-Year Estimates)

	Food Waste Strategy	2019 MYE
16-34	11.1	41.2
35-54	35.7	28.8
55+	50.8	30.0

	No	%
Under 16	0	*0.0*
16-24	21	*1.1*
25-34	186	*10.0*
35-44	306	*16.4*
45-54	359	*19.3*
55-64	445	*23.9*
65-74	395	*21.2*
75+	107	*5.7*
Prefer not to say	45	*2.4*
Total Respondents	**1,864**	***100.0***

Are you…?

Females made up over a half (56.6%) of all responses, whilst two in five responses (40.4%) were from males.

	No	%
Female	1,058	*56.6*
Male	755	*40.4*
Other	5	*0.3*
Prefer not to say	50	*2.7*
Total Respondents	**1,868**	***100.0***

Do you identify as Trans?

	No	%
Yes	5	*0.3*
No	1,733	*95.2*
Prefer to self-describe	8	*0.4*
Prefer not to say	74	*4.1*
Total Respondents	**1,820**	***100.0***

Do any children live in your household?

	No	%
No children	1,374	*75.4*
Yes, under 5 years old (pre-school)	109	*6.0*
Yes, aged 5 - 11 (primary school)	198	*10.9*
Yes, aged 11 - 16 (secondary school)	171	*9.4*
Yes, aged 16 - 18 in full-time education, or working	102	*5.6*
Yes, aged 16 - 18 but not in full time education or working	9	*0.5*
Total Respondents	**1,822**	**-**

Which of the following best describes what you are doing at present?

Over two fifths (45.2%) of respondents are currently working full time, this is followed by just under three in ten (28.5%) that are wholly retired from work.

	No.	%
Working full-time (30+ hours per week)	839	45.2
Wholly retired from work	530	28.5
Working part-time (less than 30 hours per week)	260	14.0
Permanently sick or disabled person	64	3.4
Caring for a child or adult	33	1.8
In full time education	24	1.3
Looking after home	21	1.1
Unemployed - Unregistered but seeking work	16	0.9
On a zero-hour contract	13	0.7
Unemployed - Registered Job Seeker	11	0.6
On a government training scheme	0	0.0
Other	46	2.5
Total Respondents	**1,857**	**100.0**

Which of the following best describes your housing tenure?

More than four in five (84.4%) respondents either own their house outright or with a mortgage (46.1% and 38.3% respectively).

	No	%
Owned outright	846	46.1
Owned with a mortgage	703	38.3
Rented from Local Authority	44	2.4
Rented from a Housing Association	39	2.1
Private rented	165	9.0
Other	39	2.1
Total Respondents	**1,836**	***100.0***

Do you identify as a disabled person?

Around one in eight (11.9%) respondents identified as disabled.

	No.	%
Yes	219	*11.9*
No	1,539	*83.7*
Prefer not to say	80	*4.4*
Total Respondents	**1,838**	***100.0***

Please tick any of the following that apply to you:

631 people stated they had one or more of the health conditions listed. Of these, over two fifths (44.7%) suffer from a long-standing illness or health condition, this was followed by mobility issues (23.6%).

	No.	%
Long-standing illness or health condition (e.g. cancer, HIV, diabetes or asthma)	282	*44.7*
Mobility impairment	149	*23.6*
Mental health difficulties	132	*20.9*
Deaf/Deafened/Hard of Hearing	131	*20.8*
Visual impairment	38	*6.0*
Wheelchair user	15	*2.4*
Learning impairment/difficulties	13	*2.1*
Prefer not to say	72	*11.4*
Other	28	*4.4*
Total Respondents	**631**	**-**

N.B. Percentages do not total 100% as respondents could select more than one health condition

Do you consider yourself to be Welsh?

Around two thirds (65.4%) of respondents consider themselves to be Welsh.

	No.	%
Yes	1,190	*65.4*
No	629	*34.6*
Total Respondents	**1,819**	***100.0***

What is your ethnic group?

(Where the term 'British' is used, this refers to any of the four home nations of Wales, England, Northern Ireland and Scotland, or any combination of these.)

Respondents of a White British background make up 85.9% of all those responding to the survey.

	No.	%
White - Welsh/English/Scottish/Northern Irish/British	1,564	*85.9*
White - Any other white background	96	*5.3*
White - Irish	25	*1.4*
Asian/Asian British - Indian	17	*0.9*
Mixed/Multiple Ethnic Groups - Any other	17	*0.9*
Asian/Asian British - Pakistani	8	*0.4*
Asian/Asian British - Any other	7	*0.4*
Mixed/Multiple Ethnic Groups - White and Black Caribbean	7	*0.4*
Mixed/Multiple Ethnic Groups - White & Asian	7	*0.4*
Black/African/Caribbean/Black British - Caribbean	4	*0.2*
Asian/Asian British - Bangladeshi	4	*0.2*
Arab	2	*0.1*
Asian/Asian British - Chinese	1	*0.1*
Black/African/Caribbean/Black British - African	1	*0.1*
Mixed/Multiple Ethnic Groups - White and Black African	1	*0.1*
Black/African/Caribbean/Black British - Any other	1	*0.1*
White - Gypsy or Irish Traveller	0	*0.0*
Prefer not to say	59	*3.2*
Any other ethnic group	22	*1.2*
Total Respondents	**1,821**	***100.0***

Do any children live in your household?

Appendix A – Organisations, Websites and Social Media used to Promote the Survey

Websites

- Food Cardiff
- Cardiff Council
- Hungry City Hippy blog
- Cardiff Third Sector Council
- Sustainable Places Institute

Organisations Promoting on Social Media and to groups

- ACE
- Cardiff Metropolitan University
- Green Squirrel
- Move More Eat Well Cardiff and Vale
- Food Cardiff
- Cardiff & Vale College ESOL department - shared simplified version with students
- Edible Cardiff network
- Fareshare Cymru
- Splott Community Volunteers
- Global Gardens
- Women Connect First
- South Riverside Community Development Centre
- Grange Pavillion
- Inksplott
- Sustainable Places Institute
- Cardiff Friends of the Earth

Facebook Groups

- ACE
- Community News Cardiff Group
- Cardiff Covid-19 Mutual Aid
- Grangetown Community News and Events
- Splott/Adamsdown Noticeboard
- Cardiff Cooking Together
- Sustainable Cardiff
- Zero Waste Cardiff
- Splott Community Volunteers
- Community Engagement at Wales Millennium Centre

Newsletters

- Find My Dine Newsletter
- Food Cardiff Newsletter
- C3SC e-bulletin

Events

- Sustainable Places Institute Panel Talk

Appendix B - Top Three Places Respondents get Food by Demographic

	Under 35	55+	Female	Male	BME	Southern Arc	Identify as disabled	Children	Overall
Base	**196**	**926**	**1023**	**739**	**206**	**506**	**208**	**428**	**2273**
Large supermarket									
In the last 12 months	77.0	85.5	82.3	84.7	79.1	77.7	81.7	85.7	82.9
In the 12 months before the pandemic	79.7	88.0	84.0	86.2	78.3	79.4	85.3	84.3	85.1
Difference	-2.7	-2.4	-1.7	-1.5	0.9	-1.7	-3.6	1.5	-2.2
Small supermarket (e.g. Tesco Express									
In the last 12 months	43.9	32.8	36.4	37.6	34.5	40.1	34.1	37.4	36.5
In the 12 months before the pandemic	44.7	32.6	37.6	37.3	34.8	39.6	32.7	43.5	37.2
Difference	-0.8	0.3	-1.2	0.3	-0.3	0.5	1.4	-6.1	-0.7
In the last 12 months									
Independent Supermarket (e.g. Clare Foods, Eastern Chinese Supermarket, Cardiff Food Centre)									
In the last 12 months	18.4	4.5	8.8	7.4	19.9	12.6	6.7	9.1	8.7
In the 12 months before the pandemic	19.8	6.2	10.3	8.9	24.2	14.5	10.0	10.6	9.4
Difference	-1.4	-1.7	-1.5	-1.4	-4.3	-1.8	-3.2	-1.5	-0.8
Budget supermarket (e.g. Aldi, Lidl									
In the last 12 months	60.7	44.6	49.6	48.6	53.9	49.2	49.5	56.1	49.4
In the 12 months before the pandemic	58.9	49.2	53.3	52.2	52.2	51.1	54.5	63.0	52.9
Difference	1.8	-4.6	-3.7	-3.6	1.7	-1.9	-5.0	-6.9	-3.5
Food Bank									
In the last 12 months	0.0	0.3	0.6	0.5	1.9	1.0	1.9	1.2	0.5
In the 12 months before the pandemic	0.0	0.2	0.2	0.5	0.0	0.6	0.9	0.9	0.3
Difference	0.0	0.1	0.4	0.0	1.9	0.4	1.0	0.2	0.2
Corner shop or convenience store									
In the last 12 months	10.2	24.6	19.9	22.2	16.5	16.8	22.6	18.9	20.9
In the 12 months before the pandemic	10.2	20.2	13.9	19.9	12.1	13.7	17.5	13.0	16.5
Difference	0.1	4.4	6.0	2.2	4.4	3.1	5.1	6.0	4.5
Community food project (e.g. Pantry or Co-op)									
In the last 12 months	5.6	2.6	4.5	2.4	5.8	5.1	7.2	4.9	3.7
In the 12 months before the pandemic	2.0	2.3	3.0	2.2	5.3	3.0	3.8	2.8	2.5
Difference	3.6	0.3	1.5	0.2	0.5	2.2	3.4	2.1	1.2

In the last 12 months	10.2	7.5	10.6	6.6	7.8	9.1	7.2	10.7	8.4
Difference									
Farmers Market									
In the 12 months before the pandemic	9.6	9.2	10.1	7.9	11.6	10.7	10.9	7.2	8.7
In the last 12 months	1.0	3.5	2.4	2.2	1.5	1.2	1.4	0.7	2.3
Difference									
Takeaway									
In the 12 months before the pandemic	18.3	7.4	7.8	12.2	6.3	11.7	12.8	10.6	10.7
In the last 12 months	2.0	1.7	0.9	2.2	1.0	2.2	1.9	0.5	1.4
Difference									
Specialist shops (e.g. greengrocer, butchers, bakery, fishmonger)									
In the last 12 months	27.0	30.1	30.9	24.6	26.2	30.2	21.6	26.9	27.4
In the 12 months before the pandemic	22.3	31.6	30.0	25.4	26.1	31.1	26.5	24.8	27.2
Difference	4.7	-1.5	0.9	-0.8	0.1	-0.9	-4.9	2.1	0.2

Appendix C – Confidence in Activities by Demographic

Cooking a meal from scratch									
In the 12 months before the pandemic	4.5	4.7	4.7	4.6	4.6	4.6	4.4	4.6	4.6
		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
In the last 12 months	4.1	4.5	4.3	4.3	4.2	4.2	4.2	4.1	4.3
Difference		0.0	0.0				0.0		0.0
Eating a healthy diet									
In the 12 months before the pandemic	3.9	4.3	4.1	4.1	4.1	4.0	3.9	4.1	4.1
In the last 12 months	3.8	4.3	4.1	4.2	4.1	4.1	4.1	4.0	4.1
Difference									
Buying food that is produced in an environmentally friendly way									
In the 12 months before the pandemic	3.0	3.3	3.1	3.2	3.2	3.1	3.1	3.0	3.2
In the last 12 months	2.4	3.0	2.7	3.0	2.7	2.7	2.7	2.8	2.8
Difference		0.0		0.0	0.0				0.0
Influencing the way food is grown, bought or eaten in the city									
In the last 12 months	2.0	2.2	2.1	2.1	2.1	2.2	2.2	1.9	2.1
In the 12 months before the pandemic	1.9	2.2	2.0	2.1	2.2	2.1	2.1	1.9	2.1
Difference	0.0	0.0	0.0	0.0	-0.1	0.1	0.1	0.0	0.0

Please note, apparent differences in scores which are not highlighted as different is due to rounding errors

Appendix D – Participation in Activities by Demographic

Shopping at a farmers market									
In the 12 months before the pandemic	63.7	64.7	65.6	61.0	72.3	69.0	63.3	59.0	63.6
In the last 12 months	44.5	53.5	54.1	51.3	49.7	49.3	48.1	56.2	51.9
Difference									
Street food event									
In the 12 months before the pandemic	67.6	36.2	52.4	45.8	61.0	14.8	43.0	59.0	49.6
						0.0			
In the last 12 months	6.0	1.0	1.1	0.7	2.3	0.5	1.3	0.3	0.9
Difference		0.0							
Food waste workshop (e.g. Wasteless kitchen)									
In the 12 months before the pandemic	4.4	4.4	4.1	4.7	4.0	6.0	5.7	3.1	4.3
						0.0			
In the last 12 months	2.2	4.1	3.6	3.6	2.3	6.0	2.5	2.6	3.5
Difference						0.0			
Community Meal									
In the last 12 months	2.2	1.8	1.2	1.3	2.8	1.9	0.6	1.0	1.4
In the 12 months before the pandemic	8.8	4.9	6.7	3.6	10.2	9.5	5.1	5.2	5.3
Difference	-6.6	-3.1	-5.5	-2.3	-7.3	-7.6	-4.4	-4.1	-4.0

Informal volunteering around food (e.g. sharing food with neighbours, helping people shop)									
In the last 12 months	8.8	8.6	10.0	5.4	7.3	9.5	8.9	7.7	8.1
In the 12 months before the pandemic	8.8	6.8	8.1	5.2	5.6	8.3	8.2	6.7	6.7
Difference	0.0	1.8	1.9	0.2	1.7	1.2	0.6	1.0	1.4
Formal volunteering around food (e.g. for a food bank, pantry or other scheme with set volunteer positions)									
In the last 12 months	8.8	8.6	10.0	5.4	7.3	9.5	8.9	7.7	8.1
In the 12 months before the pandemic	8.8	6.8	8.1	5.2	5.6	8.3	8.2	6.7	6.7
Difference	0.0	1.8	1.9	0.2	1.7	1.2	0.6	1.0	1.4