

# FEASIBILITY STUDY SEED TO SAUCEPAN

**ASHFIELD COMMUNITY ENTERPRISE  
HOWEY, LLANDRINDOD WELLS,  
POWYS, LD1 5PL**

**2017 - 2019**

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## 1. Executive Summary

This feasibility study is a 3-year EU funded project in mid Wales, run for 2 years to see if it is feasible for the organisation to run both training courses in Horticulture and cooking. There are two pilot reports that have taken place within these subjects and state the project actions with findings and recommendations.

The 3<sup>rd</sup> project of a Food Hub (cluster of food suppliers) was researched on this project in year 2, a short supply chain and networking finds recommend points found to be important for implementation.

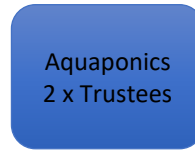
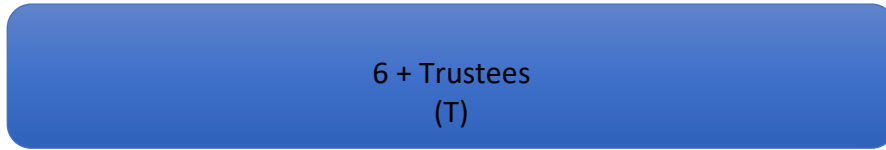
Guidance has been set up in the form of a Mentor to take Ashfield the organisation into a potential implementation of a Food Hub/co-operative, which could create jobs and small businesses at Ashfield looking at a sustainable route for the organisation going forward.

## 2. Organisation and staffing

The Seed to Saucepan Project was created by Ashfield Community Enterprise in Howey, Powys, established since 1985, previously owned by the Radnor Smallholding Project Charity.

Here is a model of the current organisation showing the different projects and Businesses on site and where the Trustees are positioned within that framework. This is not a Hierarchical chart.

## Year 1 of Project

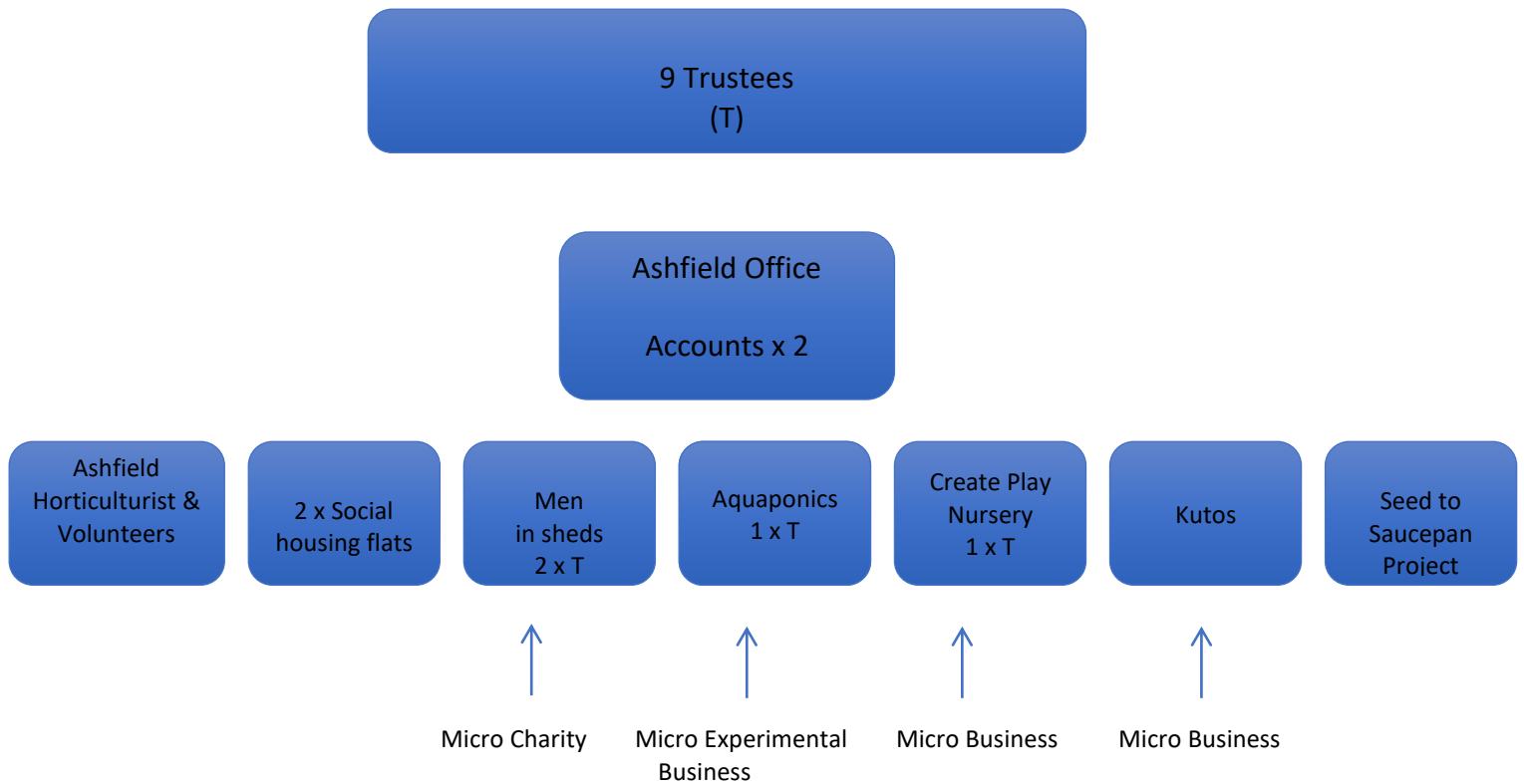


Micro charity



Micro experimental  
Business

## Year 2 of Project



The following Seed to Saucepan positions were given to 4 new people outside of the organisation and not to any current employees who worked for Ashfield.

**Staffing Position No.1: Project Manager** – Part time position of 10 hours a week will lead team in delivering the Aims and Objectives of the Project.

This person will report to Steering Group monthly made up of 2 Trustees who then report back to the board on a monthly basis.

Will meet with Arwain the funders for 2 monthly monitoring meetings.

**Staffing position No. 2: Project Administrator** – Part time position of 5 hours a week to complete all admin for the project, to include the design and printing of the marketing and comms. to include the monitoring of petty cash & Arwain claims

**Staffing position No. 3: Food Leader** – Part time position of 12 hours a week lead the cooking side of the project, teaching healthy eating and to developed new recipes for 40 weeks a year.

**Staffing position No. 4: Horticulturist** – Part time position of 12 hours a week lead all the growing and teaching of a training program for 40 weeks of the year.

It was evident at the beginning of the project that each position did not have enough hours to achieve all the aims and objectives set out by Ashfield.

**No. 1:** Project Manager did on average double & triple the hours weekly, which meant 24 + hours a week were volunteer hours on top of paid hours to complete this role. All claims had to be done by PM due to complexity of them.

**No. 2:** Project Administrator could not achieve the work set in the hours given and left the project after the first year. All Admin then done by Project Manager in year 2 with 1 hour passed to Horticulturist to cover watering in midweek.

**No. 3:** Food Leader had to write all material for the training workshops put on so this takes up a lot of the project time.

**No. 4:** Horticulturist had to grow the food and tend the produce at the same time as writing the training material for workshops and deliver the training, so had to do up to 10 hours a week volunteer time with no holiday time in the first year of set up.

The extra time put a strain on the team as there was an expectation from Ashfield to complete tasks so Voluntary hours had to be done as the team wanted to give the Project the best start. Within the first year the PM (Project Manager) had discussions with Arwain in meetings to indicate this. This has been stated for the benefit of other projects that are researching the possibility of setting up a similar project in the future.

### 3. Seed to Saucepan Project

The Seed to Saucepan project is a 3 year Feasibility Study based at Ashfield Community Enterprise, part funded by the EU through Arwain Leader Programme with Laura Ashley Foundation and Ashfield Community Enterprise.



The concept of our Project:

The Horticulturalist Lucy to grow from seed, moving into the kitchen with our Chef Suzanne to learn various ways of cooking the fresh produce we have grown or bartered locally.

We set up training courses in both subjects for the general public targeting those that are economically inactive to address training them to learn how to grow their own fruit & vegetables.

In Year 1: The project concentrated on building relationships in the local area to attract new entrants on the basics of growing, healthy eating and dealing with surplus. We identified existing growers internally & externally and tried to grow this interest with the use of local media sites as well as posters in consistent supporters' local businesses shop windows. We did not have a budget for buying food, so we started to barter as soon as we needed food items in the first year.

In Year 2 & 3: We continued to create great relationships in the local town with organisations and their clients of all abilities and social backgrounds, stretching out to Built Wells who don't seem to use Ashfield at all.

The development of a local hub to use resources at Ashfield to develop cooperative ways of developing new value-added products and outlets around SURPLUS produce.

Although this was an interesting subject in which we researched, part of the Funding agreement was that the project could not make any money, so any produce made could only be used in a bartering sense as it had no monetary value.

In the second year the Projects staff handed in their notice to finish at the end of year 2, due to the Project not having enough time to complete tasks, and the organisation itself not being cohesive.

See below for the Food & Horticulture Pilot reports for the 2year Project Actions.

## Aims of project

This section provides a high level description of the Projects aims put forward for the bid of the Seed to Saucepan Project, over a 3-year period from May 2017 – May 2020

1. Develop the training facilities at Ashfield to create an innovative learning experience based around sustainability
2. Provide a safe environment for people of varied backgrounds and abilities to learn skills around growing, cooking healthy meals and preserving food in an integrated way
3. Create and develop new recipes and supplies of value-added organic products based on foods grown locally
4. Create a grower's hub for dealing with excess local produce at times of glut

5. Provide a community based model to address issues around food miles, food security and food surpluses that can be replicated elsewhere

A 3 year objectives plan drawn up by Ashfield to accomplish the 5 Aims, which did not address all of the above and some of which were added as extra objectives to benefit Ashfield as an organisation throughout the project. \*

Year 1: 2017 – 2018

Output	Project Milestone	Expect Delivery Date	Actual date	Notes
Project Admin	Recruitment of Horticulturalist and healthy eating/community cooks	May 2017	May 2017	Delivered
People engagement	Open Day/launch event held	May 2017	July 2017	Delivered
People engagement	Cooking + Growing sessions ongoing with average of 8-10 participants	June 2017	August 2017	Delivered & Continued throughout project
People engagement	Luncheon Club membership extended	October 2017	October 2017	Delivered & Dementia Cafe + (To create our own day in second half of the year)
Project Admin	Range of jams, preserves + apple juice produced from excess produce	October 2017	August 2017	Lucy grown: Spinach, Chard, Parsley, Herbs, Fennel, Courgette's, Marrows & Cucumbers for preserves. Fruit donated from Ashfield for first year.
People engagement	Harvest Festival/Apple Day held annually	October 2017	October 2017	Supported the Ashfield Apple day – 10/11/2017
People engagement	10+ economically inactive people signed-up for sessions per year	Annual	August 2017 started	<ul style="list-style-type: none"> <li>• Aug, Sept, Oct &amp; 2nd half of year courses.</li> <li>• Compost workshop 05/08/17</li> <li>• Seed Swap 21/10/2017</li> <li>• Seed Saving 16/10/2017</li> <li>• Dementia Cafe 05/10/2017</li> </ul> Emlyn Williams attended as work experience, stayed on as volunteer.
People Engagement	Seasonal Open days Organised to attract interest	Annual	September 2017 started	Team target 'One Open Day'. Delivered. Several open days throughout 1 <sup>st</sup> year.

Year 2: 2018 - 2019

Output	Project Milestone	Expect Delivery Date	Actual date	Notes
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Project Admin	Increase in number of growing spaces/ Polytunnels rented out	Jan 18	May 2018	Growing spaces yes No room in Polytunnels to rent out in yr 2
People engagement	Network of growers established interested in jointly managing surplus	Mar 18	July 18	Network of growers established SURPLUS WORKSHOP-no interest, although marketed well. Meeting minutes. Copies of emails.
People engagement	First year of growing /cooking completed + new entrants online for year 2	Apr 18	May 18	Delivered but not a lot of interest to be online for year 2. Invoices. Photos. Attendance log. Feedback forms.
Project Admin	Links established with Colleges outside Powys for partnership /outreach	Apr 18		Meeting minutes. Copies of emails. Horticulture Wales, Wrexham University College Powys, other partnerships established.
People engagement	Weekly market stall becomes a hub for other growers to sell produce *	Jun 18	X	S2S did not have enough time allocated to deliver this target & Ashfield paid staff and then volunteers ran it. Explained to Arwain- unrealistic target.
People engagement	Growers co-op explore new marketing opportunities	Jun 18	On-going	Delivered – Exploring Food Hub
Project Admin	Explore range /role of barter in growers' coop	Jun 18	Jun 18	In Food Hub discussion evenings
Project Admin	Bookings for use of kitchen increased *	Jul 18	X	There was hope that people in our 3 years of workshops may want to start a business-using kitchen. Not wanted.
People engagement	Harvest Festival / Apple Day held annually	Oct 18	Oct & Nov	Yes. Invoices. Photos. Attendance log.
People engagement	Seasonal Open days organised to attract interest	Annual	On-going	Several open days held throughout the year
People engagement	10 + economically inactive people signed-up for sessions per year	Annual	On-going	Yes –over 332 people came to Ashfield whilst the project was being run. No two people counted twice.

Project Indicators set from the Arwain team to collect evidence of all the work done on the Project. This took a huge amount of Administration time put together by Project Manager. I would advise that anyone considering a project similar that you should do this from the start of the Project with hours implemented for this.

**PI SUMMARY:**  
**Activity of project**

Outputs (Case Level Indicators)	PI's agreed on contract	PI's Met
No. of feasibility studies	1	1
No. of networks established	1	1
No. of jobs safeguarded	2 P/T	0
No. Of pilot activities undertaken/supported	3	2
No. of community hubs created	2	0
No. of stakeholders	100	51
No. of participants supported (awareness raising events only)	N/A	239
<b>Outcomes</b>		
No. of jobs created	2	1.26
No. of communities benefitting	6	6
No. of businesses benefitting	3	2

Working on the 5 Aims of the project here is a description of the Activity of the Project.

1. Develop the training facilities at Ashfield to create an innovative learning experience based around sustainability.

In year 1 & 2 the Seed to Saucepan team used the Training room for meetings and held training sessions where the Horticulturist would work both outside for the practical part of her session & inside the training room for presentations, practices and talks on particular subjects. We held films and had special guest speakers and took bookings from organisations we networked with for the hire of the room. The plan was to create a long-term training plan for the Training rooms.

In year 1 one of the rooms were rented out to a micro business, which has become a huge success. Twice in our first year the Trustees at Ashfield wanted to rent out the training room we had been given for our project, this was a difficult position to be put into as we then had only a community room to use, which was used by the public and all volunteers. This was not suitable to hold meetings or training in.

At the end of our Year 2 the training room was booked out to a second business.

All Horticulture activities can be seen here in the **Horticulture Pilot report** written by the Horticulturist Lucy A’Bear

**RDP046 Seed to Saucepan Performance Indicators  
(Over 3 year period)  
2 years completed.**

Outputs (Case Level Indicators)	PI's agreed on contract	PI's Met
No. of feasibility studies	1	1
No. of networks established	1	1
No. of jobs safeguarded	2 P/T	0
No. Of pilot activities undertaken/supported	3	2
No. of community hubs created	2	0
No. of stakeholders engaged	100	332
No. of participants supported (awareness raising events only)	N/A	0
<b>Outcomes</b>	0	0
No. of jobs created	2	1.26
No. of communities benefitting	6	5
No. of businesses benefitting	3	2

## Project Report

### Food Hub

Version 1.0.1

**Seed to Saucepan Project  
At  
Ashfield Community Enterprise**

Prepared by Kerry Mills  
Project Manager

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Ashfield Framework  
Pilot Project

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### 4. Was the Pilot effective?

### 5. Have the Pilot objectives been met?

### 6. Concluding Statement

## 1. Introduction to Food Hub Pilot

As part of a feasibility study the Seed to Saucepan team have had an ongoing interest in looking at Food Hubs/Co-operatives whereby a groups of individuals & businesses come together make, create, grow naturally & sell to the public, within the local area. ‘Local’ in terms of miles to be discussed in this report.

We have looked at other frameworks set up nationwide to understand whether a Food hub can be commercially self-sustaining & feasible to be run at Ashfield Community Enterprise and to extend the benefits into our own local town.

To see how the growing side of the food project into the supply chain was very interesting and meeting the local community who are interested in shortening the supply chain by ‘buying locally’ is a concept they are very passionate about.

## 2. Background

### Self:

#### Service Management:

Working within the food industry for approx. 15 years leading into becoming a licensee in a food led business was a huge passion of mine. Gaining experience in kitchen lead and the management of a strong team, the restaurant side of the business was always what I enjoyed the most; this became my passion and the drive in my first career.

### Training:

I went on to University in a change of career to read Information Communication Technology BSc & worked at Apple part time, where I became aware that my customer service experience helped me to become a Passionate Expert for Apple, full time when moving to London.

### Community:

I then transferred my communications and customer service skills into working as a Community Liaison Manager for 5 years, working for a large corporate company liaising between the public, local services, local gov., the client & the company I worked for gaining experience of Liaising with people and groups for the benefit of the organisation.

The role of a Project Manager for Ashfield on a locally focused project – ‘Seed to Saucepan’ was an amazing find, with my passion for food & working within the local community, was a great fit.

**People & Management:**

I have led both small and larger teams in a customer-focused role for most of my career from the catering sector, to Apple as the first women Expert in the London market, to managing community engagement at Hereford Old Market and Pinewood Studios in more recent times.

**Development:**

Although I have always brought ‘local’ produce where I can access it and afford it, this project is my first experience working with local produce growers, so it has been an exciting new edition within my personal & work development. I have taken lessons in ‘a year growing in the garden’ with a local, knowledgeable & respected grower so that I could have a better understanding of the ‘Seed’ side of the project in our year 2, which has actually created a new passion from growing flowers to now growing vegetables & learning about Permaculture.

**1. Ashfield:**

In 2010 a group successfully purchased Ashfield with the ‘Village SOS Big Lottery Fund’ and set out to create a community enterprise.

Ashfield Community Enterprise is a Community Land Trust based on 7.5 acres of horticultural land with the aims of being a community resource and social & economically supportive organisation. Ashfield is a socially inclusive organisation with allotments for public use & Polytunnels for growing spaces to rent, it has a further 4 Polytunnels for Ashfield’s Horticulture to produce home-grown vegetables, herbs and flowers on site.

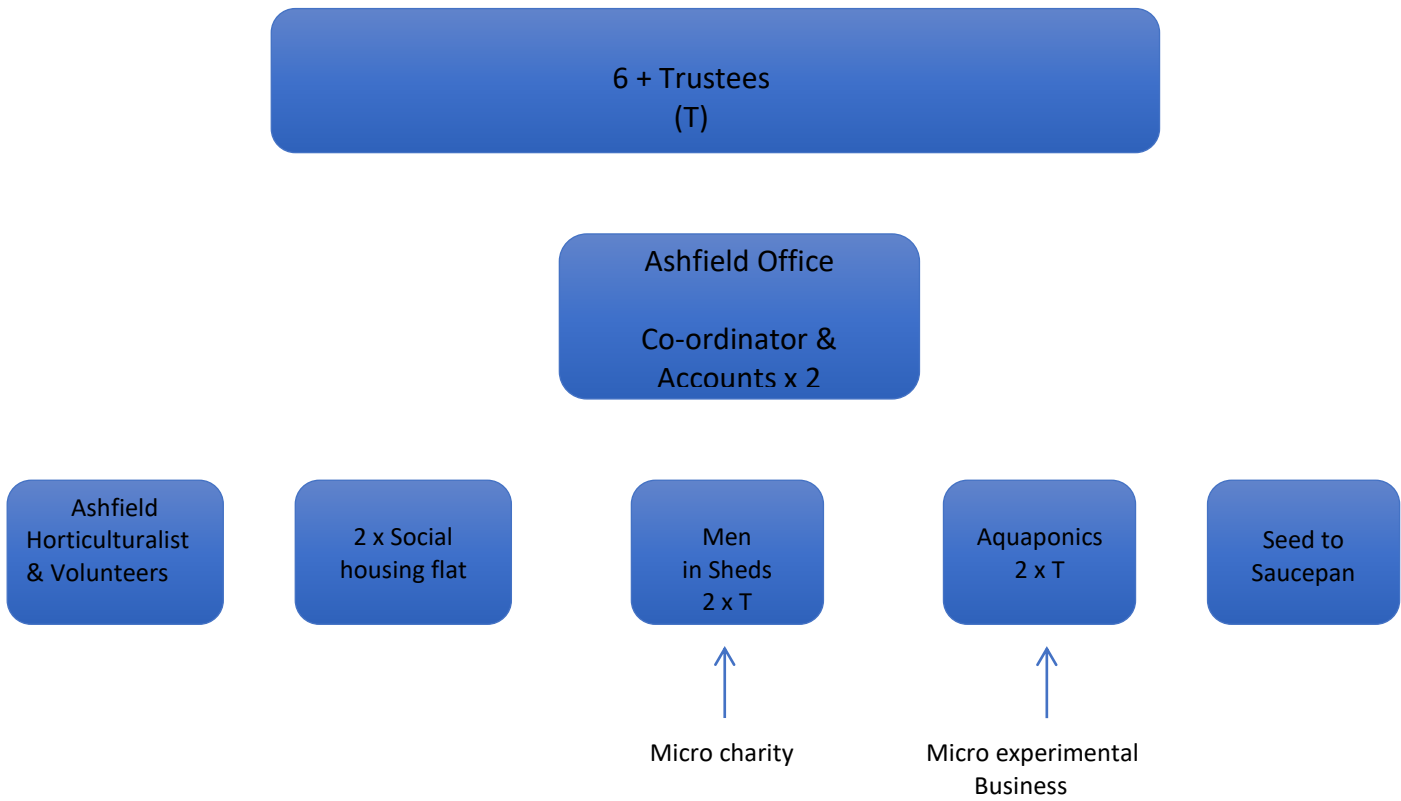
All produce grown by Ashfield is home grown with organic principals where it is sold at Market and to local food businesses in the area.

Ashfield also aims to encourage community enterprises and small businesses to work alongside local groups and volunteers to develop a thriving community space.

## 2. Framework of Ashfield

This is not a Hierarchical Framework. Ashfield operates with the following set up:

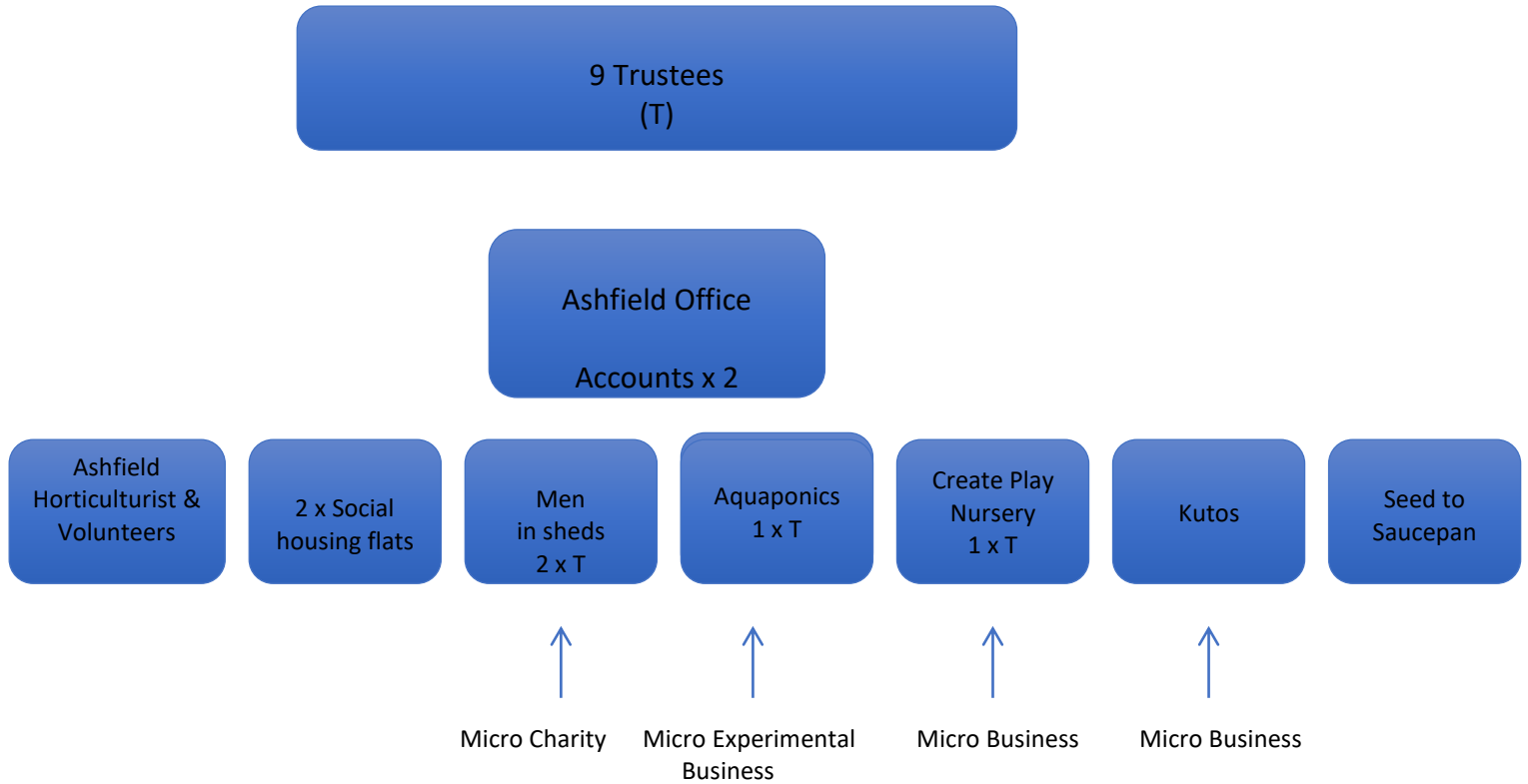
### Year 1 of Project





### 3. Ashfield Framework Continued....

#### Year 2 of Project



#### 4. Pilot Project:

Originally at bid stage it was agreed that there would be 3 Pilot Projects, Horticulture, Food & Bartering systems.

Due to the entire project aims and objectives being so vast and there not being enough hours awarded to each individual staff member's role, it was agreed between the S2S Project Manager & Arwain that a Food Co-operative for the 3<sup>rd</sup> Pilot would be far more beneficial to the local community, businesses and to Ashfield long term. So it was agreed that we would look at a Food Co-operative, as this was one our original aims & objectives that had become a subject with the local community that we found to be very popular in the first year of the project.

In the first year of the Project the aims & objectives were shared with the Ashfield Horticulturist and volunteer so that we could integrate with the wider group on site and potentially include the wider Ashfield team in any Food Cooperative studies we do or create in our year 2 as per the bid.

The Ashfield Horticulturist & Volunteer created their own food Co-operative business in our Year 1, on the Ashfield site with 20% of the profit going to Ashfield and 80% to their business, this idea didn't become fully operational by the time we finished in June 2019.

It was decided by the Seed to Saucepan team that we would then research a "Food Hub" concept in our year 2, with the possibility of employing local people where it could, Ashfield again being the Host and the wider local community benefiting too.

## 5. Pilot Activity

The Pilot started by investigating other Food Hubs networks across UK with visiting Peterchurch Food Hub, in Herefordshire, which was part of the Food assembly.

### Peterchurch Food Hub

#### Date:

The Food Hub sold not only food items but also homemade items, such as craft, in their monthly market. They chose a church building with a small café serving snacks and drinks, music playing, and they created a children's area for the visitors to stay around whilst collecting their items. It was more of an 'experience' than just picking up food from a retail space.

The Food Assembly was founded in France in 2010, which later grew into other European countries, becoming a very popular model. In Europe, there are approx. 840 branches in France alone, with a further approx. 600 across Belgium, Spain, Germany, Denmark, the Netherlands, Switzerland and Italy at time of writing this report.

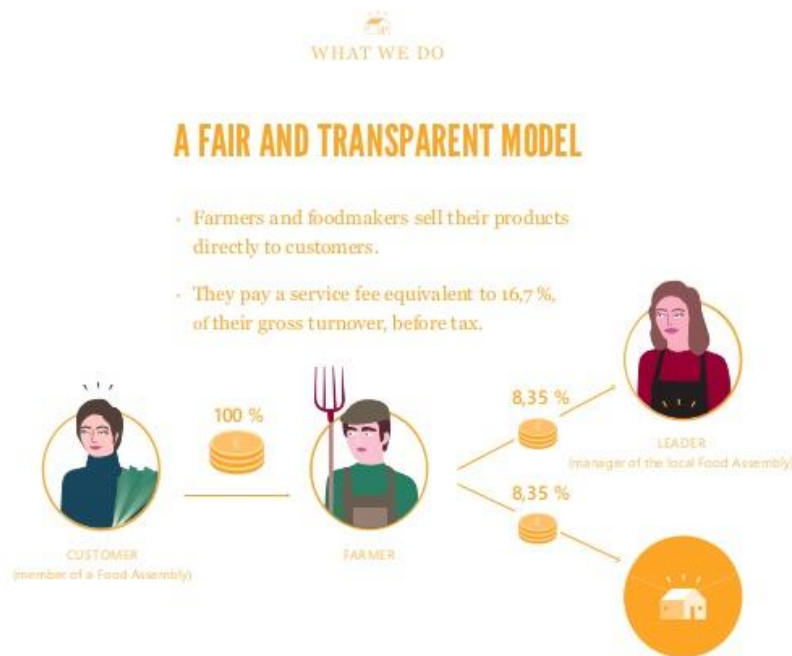
#### Food Assembly Model:

This was set up with the vision of local growers & farmers to supply directly to the public with the idea of healthy eating and to invest in social & economic benefits being implemented back into their local community.

Unfortunately in the second year of our Project in June 2018 the Food Assembly decided to pull the UK branch out of the group and so the UK are no longer part of the Food Assembly. It is not in the public domain why this has happened, so I am unable to state why.

**The basic model of a Food Hub.**

**The Food Assembly Transparent Model:**



For the whole slide show to understand further what a Food Hub click here on food assembly website:

<https://www.slideshare.net/foodassembly/the-food-assembly-what-is-it>

The Food Hub Model includes the organisation receiving a small percentage and also employs a person to make sure all of the orders are taken from the website and picked from storage and put into the correct boxes, PR and marketing is done in the area. Peterchurch had a website in which you can buy online and pick up at their local Church building.

**HOW DOES A FOOD ASSEMBLY MODEL WORK?**

The Food Assembly hosted local produce from local farmers and growers on an online platform, which hosted a shop front on their website.

Their customers click on the items listed from fresh veg, chutneys, eggs, meat, dairy, bread, honey etc. and pay online for the items.

The producer pays a small, agreed percentage to the Food Assembly to administer the items and there is an agreed drop off point for the items to be taken to or they are taken to a marketplace where all stall holders can exhibit their goods. This depends of course on the size of the organisation as if small, it can all be on one stall together. People will then collect from the market plus other customers attending market can by.

This of course is a very good way of reducing food miles as all items are only coming from the local area, this also boosts the local economy as all items are grown or made/created locally.

Although the UK Model was pulled from the Food Assembly this concept is still running in Europe.

On attending a conference in late summer '19 it was at a presentation at CAT that I learnt:

When the Food Assembly model in the UK finished thousands of people moved to the FREE software of the Open Food source. See here for details:

<http://www.openfoodsource.org/>

Worth looking at if you are interested in starting up a Food Hub/co-operative.

For further investigations we wanted to understand if there were key people in the local community that would want to join the food hub, either as a supplier or as a retailer, and so decided to go out into the community to get some more opinions.

## Transition Towns in Llandrindod Wells – Food Hub Presentation

**Event: Herb Garden**

**Date: NOV. 27<sup>th</sup> 2018**

To connect with the local town in Llandrindod Wells I presented some ideas and a Q& A to a local group in a nearby town to get a view of what was potentially needed or what might be popular in regard to a Food Hub.

Dorienne Robinson joined me in presenting evidence of how it is possible to grow in the local area, she has produced a Thesis study which we discussed relevant topics from on the evening.

Please see additional documents *Food Hub Transition PowerPoint*, *Transition Talk on Food Hubs*, and *Dorienne's Thesis* to look at how Powys can be self-sufficient in growing its own food. With Dorienne's permission we would like you to look at the Thesis as it has some very interesting points on growing in the Powys area.

A number of people from the group are very keen for there to be a Food Hub in Llandrindod Wells, although there isn't one person that is interested in leading the whole project, Transition Llandrindod Wells are very interested in being involved in the idea.

Sally from the Herb Garden Community Café, Llandrindod Wells later wrote an email to state that for the record the Community Cafe would like to be involved in the food hub and had been in touch with the Rail company to discuss potential food being passed up and down the train line out of Llandrindod Wells, another brilliant idea.

Overall a very good evening exchanging ideas and discussing the possibilities of holding distribution points and help with questions for a future questionnaire to be created to ask the public their view on this subject too.

### Visit to Black Mountain Food Hub

DATE: 2<sup>nd</sup> November 2018

The Black Mountain Food Hub is new web-based local food platform, designed to work a like an online farmers market. They operate in the Black Mountain and Towy Valley regions, delivering between Llandeilo and Llandovery.

I arranged for our horticulturist Lucy and I to visit the Black Mountain Food Hub in Llandeilo to talk to the 2 ladies on the ground, they co-ordinate between the food hub and the growers and with all the buying customers.

They have an on-line system that printed out orders so they could get vegetables/flowers/milk/cheese or eggs packed up for their customer to collect or to be delivered from their hub building. This is as delightful old Train carriage next to the railway station of Llandeilo.

Their view on the Food Hub was very similar to our own funded project in that there were not enough hours in the project, and they relied on volunteer hours for the project to be fully functional on the ground. The location could have been an issue due to the Hub being based at the train station away from the main shops, and the market was held nearer the centre of the village.

The Food Hub as a funded project finished but it is still running and is now under the name of **Hwb Bwyd Tywi**. By looking at the website it appears that the Food Hub is linked with the local market every month, which is fantastic. They offer a veg box scheme from their website too.

Please see website for further details and contact.

<https://hwbbwydtywi.co.uk/>

We contacted James, who was part of a group of people who started up the project, to come and talk to us and give us a true picture of a Food Hub model, but unfortunately, he was unable to make it due to family commitments.

Emailed James on 16<sup>th</sup> Sept. and he is still keen to come to Ashfield and talk about setting up a Food Hub with us.

Renew Wales have organised for us to have a Mentor come and give us some advice on setting up a Food Hub, so there is still some outstanding support that could be connected with for Ashfield.

#### DATA:

To get a wider point of view of the Projects local area 2 Questionnaires were produced, one for face-to-face contact talking with local people and those that visit Ashfield.

The other was on-line through the media of Facebook (which is very popular in the area) and websites, including Ashfield's and Transition Llandrindod Wells.

We had 36 responses.

#### On-Line Questionnaire:

Using Survey Monkey the on-line questions were updated and changed to get further reliability and validation on our experience with the first questionnaire in Tesco.

21 people filled out this questionnaire even though it had been shared and seen by over 1,000 people on our own Facebook, to include being sent by email to all Ashfield's customer/volunteer database.

Unfortunately unless I sign up to a £384.00 annual bill, I cannot export the collected data, but have copied it onto a word document, see Appendix 2

## Tesco Llandrindod Wells, Questionnaire on Food Hubs

DATE: Tuesday 19<sup>th</sup> March

No. of Questionnaires filled out: 15 in a 4 hour visit

Mix of ages, the average age approx. 60.

See Appendix 3

I would state that the validity of the questionnaires is strong, as the questions are accurately producing consistent results.

The validity of both questionnaires is showing what it is we are trying to measure in that the local community know what a food hub is, would they use one, would they shop online, where do they shop and more.

### Conclusion of the Food Hub Questionnaires:

In total we had 36 responses to our questionnaires, which isn't huge but enough to look at some opinions of local shoppers.

**TESCO Firstly** looking at the in-store face to face data :

### Do you know what a food hub is:

6 of the 15 said Yes

9 of the 15 said No

40% of the people knew what a Food Hub was,

Whilst 60% didn't know what a Food hub was, but were happy for me to tell them.

### Supermarket v Local suppliers:

10 of the 15 were 90-100% Supermarket and no local food suppliers.

2 of the 15 were 70% Supermarket and 30% local food suppliers

1 of the 15 were 60% Supermarket and 10% local food suppliers.

I personally thought that this would be the case as we were based in the Super Market chain.

**Use a Food Hub & online or face to face:**

2 of the 15 are Yes and shop online

10 of the 15 are Yes and face to face

2 Maybes and face to face

1 No “as to old to cook!”

Whilst 80% would like to shop face-to-face retail, and only 13.33 (2) people would shop online

**Would you be interested in becoming a local supplier:**

6 of the 15 are Yes

8 of the 15 are No

1 of the 15 is a maybe

This result was slightly more surprising with 40% saying they would like to become a supplier in some way or another.

53.33% wouldn't.

These were the main questions aimed at researching the Food Hub, with the others being their postcodes and email addresses not to be stated here.

I thought it would be interesting to look at the on-line data separately as wondering if the on-line participants would be more comfortable with buying on a website.

**On-line Data:**

**Do you know what the difference between a Food Hub & Food Co-op is?**

Yes	38.10%
No	61.90%

I didn't find this result surprising, as there is only a marginal difference in that the co-op is run by the shareholders/people who are running the everyday activities. Whereas the Food Hub is



more centralised around an organisation, community enterprise, growers group with a co-ordinator who can be employed.

Slightly different question to spark potential comments

**Supermarket v Local suppliers:**

Super Market	73%
Local shops	28%

A more split view on how these people shopped in the local shops compared to the Tesco store view.

**Use a Food Hub & online or face to face:**

(Slightly diff. question as we wanted to get the train element into this question)

**Would you use a local Food Hub/Co-op if there were one set up in Llandrindod Wells?**

Yes - On-line ordering & collect goods	61.90%
Yes - pick up at a local train station	14.29%
Yes - order by phone/face to face	9.52%

You will see from this data that the on-line 61.90% v 13.33% is much higher here and the face to face much lower, with the 3<sup>rd</sup> option of a train being more popular than having to meet the grower/seller.

Interesting how the 2 groups differ so much on this one.

**Would you be interested in becoming a local supplier?**

Yes	4.76%
No	95.24%

This is just so different when 40% said they would at the Tesco questionnaire & only 4.76 said they would. It would appear that most on line people are purchasers or could it be that without talking to the Facilitator and finding out that they could bake cakes or make jams and chutneys for this idea, that they say No as they don't have enough information on 'how to become a local supplier'.

One last addition to the later on-line questionnaire was looking at the idea of swapping or bartering items:

## Would you be interested in using a different currency other than £ Cash to pay for your items from a Food Hub/Co-op?

Yes	52.38%
No	47.62%

I found this interestingly high for the Yes, and wasn't expecting this result, having said that we used bartering as a tool on our project with making up foods and bartering with local cafes for flour and eggs to make cakes and many other items.

Over all an interesting set of data that more local people knew what a Food Hub was but wasn't sure on the difference between a food hub and a co-operative. Showing that the local Supermarkets are used for most of the shopping in this area with a small portion going to the local stores, with a food hub being set up this culture should be taken into consideration, as it is so high.

There is a good mix number of on-line and face to face buying which makes for the social element of a food chain a benefit still within the community rather than just a 'click & collect' culture rising.

A surprising amount of people interested in becoming a supplier in Tesco as I did explain what they could add to the food hub in terms of a small business. With the right marketing for a food hub this could be part of the strategy to create a broader supply chain. Lastly I do think there maybe room for a local currency which went back into the local economy or a bartering side to the food hub judging by the interest on line, it has been done in other towns. It is def. worth spending the time looking at a bartering arm to this as we used it on our project and it worked very well for us and other small groups.

Thank you to Transition Llandrindod Wells for your input into the questionnaires.

## FOOD HUB DISCUSSIONS

Date: 8<sup>th</sup> February 2019

Event: **SUGAR & SPICE RESTAURANT, Llandrindod Wells**

After holding a very productive event at the Herb Garden we wanted to reach out to a wider community that may not perhaps attend a transition meeting. On meeting with Jess at La Vide

Verde Veg Shop we arranged a further Food Hub discussion evening at their Sugar & Spice restaurant next door to the shop.

Jesses La Vide Verde store has a veg box scheme set up with local suppliers from all over the area and very good quality items. They run a successful delivery service, which is growing by the week! And we would like it recorded that Jess is interested in the idea of the Food Hub and would like to work with the idea, can not be the main host for this as she already has 2 businesses.

Our Event started with a fantastic early supper cooked by Paul, Jesses husband and we set up an evening of discussion which was lead by Lucy using collaborative & parallel thinking using Edward Debono 6 hats method.

Suzanne Chef of Seed to Saucepan talked about the knowledge of the first farmers markets and those that survived and those that haven't and why we know that to be. Suzanne has been involved with markets and food locally for over 40 years so has a lot of experience and contacts in this field.

Jess talked about her Veg Box scheme and how she started this business with her husband Paul focusing on the restaurant. What the challenges were and the solutions she found, and how she would like to be part of the food hub but not lead coordinator.

Lucy then took the lead to finish the evening with a fun exercise which wasn't for everyone, but certainly kept everyone on the same track of thought and coming up with some great ideas (See Appendix 4).

With a relationship formed with Horticulture Wales over the project, I was invited to the following event, which was relevant to our project and a potential sustainable route for Ashfield.

The event full of inspiring ideas and potential support in setting up a small businesses or support for an enterprise.

### **HORTICULTURE WALES EVENT: Growing your Short Supply Chain Business**

Date: 17<sup>th</sup> June 2019

Event: CAT Centre, Machynlleth

This event was to see various small businesses & community enterprises give talks on their experiences and what they are doing in their local areas.

**Ian Sturrock** spoke on 'moving Horticulture forward' and over coming barriers in a small business, what he had been through as a small business owner to now a well-respected fruit tree supplier in his field.

<http://iansturrockandsons.co.uk/>

### **Ystwyth Garden Centre and Nursery**

Spoke on their experience of setting up a Nursery with no prior experience and a love for plants!

<https://www.ystwythgcn.com/>

### **Cletwr** – Rural Social Enterprise of the Year – Community Wellbeing and Supporting 'local'

This community run Café is a fantastic example of community supporting local enterprise.

<http://cletwr.com/>

**Green Isle Growers** – talked about their cooperative 60 veg box a week scheme that they have set up with the potential of them now going into a Food Hub idea.

### **Mach Maethlon**

<https://www.machmaethlon.org/green-isle-growers/>

### **Gerald Miels** – Welsh Hill Farmer diversifying into a CSA (Community Agriculture Scheme)

You will see from the above links that these could be useful links to a potential small business or Food Hub being set up. The Project has many more contacts if you would like any further help, please get in touch with Ashfield Community Enterprise to discuss further.

Horticulture Wales are a funded programme that is looking at Clusters of food related projects and will be putting out an interesting report , so look out for details.

## **The wider county**

Seed to Saucepan had a stall at Powys county council building at the Spring Show 2018 where we promoted the project county wide with Food cooking and live gardening demos with our Chef Suzanne and Horticulturist Lucy. There was a lot of interest around both subjects on the day and we spoke to people from the wider county regarding the idea of a Food Hub. Lucy & I promoted the idea to all stallholders in the Food Hall and we collected over 25 interested parties on the day of which we have these details to hand at Ashfield should this opportunity arise. This showed the potential that the food hub could grow interest outside of the small towns and become a larger supply network depending on how far the Food Hub would like to grow and viable that is in such a vast county as Powys.

This encroaches on what is 'local'. In terms of a corporate company I worked for as a Community Liaison. up to 30 miles is accepted as the term 'local' and used in the local council documents to measure the term 'local area'.

The culture in the towns here in Powys is an important factor in what we measure as 'local'. It appears that local is within your 'local town' you live in. It is important to the food hub, if created, that this is a large factor of how the foundations are built for the Hub.

This needs to be looked at firstly and to determine what is the Hub you are creating and to understand that if there is to be a wider net for products to make it into the small town then maybe it should be more than one hub under the same umbrella.

Further research by our Chef of Seed to Saucepan:

Suzanne has been involved with markets and food locally for many years and a chef for over 40 years, so has a lot of experience and contacts in this field.

Suzanne talks about this in her notes below.

## Suzanne Davies Research:

### Feasibility of Food Hubs in Wales

With the present climate of fear at our leaving Europe a Local Food Hub seems an excellent solution to food shortages.

However what is required is total commitment/ ownership from both the customer and the producer to allow a food hub to function efficiently.

There are some essential trading and environmental issues that must be put into place, bio food security being but one and of course the question of distribution of produce and a functional collection centre.

At present we still have Farmers markets in Wales and various quality food producers of all varieties from preserves, vegetables and of course our wonderful meats. We in Powys are low on Dairy produce due to the topography and have always relied on other Welsh counties to provide dairy produce.

Present outlets in Powys where one can buy fresh, seasonal produce are numerous as there are at least 9 + farmer/producer markets held monthly and bi/monthly. In the surrounding counties there are also plenty to choose from, Aberystwyth being but one.

There are also various vegetable box schemes throughout the county and in most towns and large villages we have at least one local shop that supplies organic and locally grown vegetables.

A major organic company "Riverford Organics" has been delivering vegetable boxes using their franchisees throughout Wales to private and retail outlets for many years.

In Powys distribution is a problem due to such a vast area with a minute population.

In previous years procurement of local produce for schools was researched and it was found to be unviable due to the lack of consistency of suppliers and the huge mileage between each school.

Therefore the existing companies such as Castell Howell and Bookers were retained.

Castell Howell is a Welsh company that has been distributing Welsh local food for 30 years. They are able to source a huge variety of fresh local produce including meat, vegetables and fish and have an excellent record of food security.

There are also many retail outlets such as Van's, Spar shops and Minton's, (whole sale and retail) within reach of Llandrindod Wells.

### **Previous food Hubs in Wales:**

A few years ago a **North Wales Agricultural college** set up a Food Hub with grant money. It ran for a few years until grant ran out.

Lack of density of population and cost of coordinator wages, plus lack of local commitment by both producers (orders too small) and lack of committed customers.

**Pembrokeshire C.C** – Food coordinator from the council set up Food Hub again with grant funding. The food coordinator has years of experience having run the very successful award winning farmers markets in Pembrokeshire for the past 15-20 years. There is a fantastic range of varied producers in Pembrokeshire. Sadly the project failed as customer needs were too small and producers unable to sustain the orders without working at a loss.

**Usk Farmers Market:** The coordinator of Farmers Markets in Wales set up a mini food hub within the Usk Farmers Market to see if it was feasible. They found that the up take was too small and producers could not make enough to qualify the time spent in delivery to a food centre.

All the above did diversify by selling Fair Trade produce and general household wares. However, with competition from large supermarkets and home deliveries alongside peoples' lack of time in general the projects could not compete.

Being aware of the pitfall of previous Food Hubs is of benefit to Powys as one can surely learn. Is it a benefit to Powys in these uncertain times to have a strong local food market? How is it to be done??

The questions to ask initially are as follows:

**Food Hubs**

- Who are they aimed at?
- Who are the consumers/customers?
- What are the producers?
- Does there need to be a food directory?
- What benefit are they to the local area?
- What volume and variety of produce do they have?
- Are they seasonal?
- How does one assess quality?
- Organic or traceable
- Where would be the best place to have a distribution centre?

## 6. 4. Was the Pilot effective

This pilot was a research project rather than an implementation of a Food Hub to gather information on the potential of a Food Hub being created at Ashfield and to look at working with the local town of Llandrindod Wells, as a potential host or as drop off points for the customer picking up the Food Hub parcels, to then extend this to other towns and villages.

This pilot was effective in the local town of Llandrindod Wells as we started out by speaking to separate groups in the town to get their views and then we brought different groups, that usually stay in their clusters, for discussion together which was challenging with so many different views and potentially wanting ownership of a Food Hub. Some people left the discussion due to the style of the evening, which was a shame, as we would have liked to have their input. The result of the evening being that most people wanted to support Paul & Jess in their veg box scheme and to work out a way of including this into the Food Hub. This was a great result and effective way of bringing the community together.

The evening also saw different growers coming together to add their experience into the discussion, which was a very helpful view.

We went into the shopping store Tesco in Llandrindod Wells and led a questionnaire to make sure that we had the views of retail buyers that may not support 'local food suppliers', to discuss the benefits of a local short supply chain.

This gave us a view of a different market and to understand what they would like from a potential food hub when given the motivation for it is environmental, and social impacts and how that money stays in our local economy. These were interesting conversations and customers shopping in the store wanted to become part of being a supplier to a Food Hub, which was surprising as most of them don't use local suppliers at the moment.

Although we didn't have a huge up take on numbers on our questionnaire I do find that the data shows that the questionnaire itself was effective due the results coming out of it. The questionnaire had been around for months and was marketed locally very well and re visited many times for more people to fill out.

This project was to run for 3 years and due to problems within Ashfield governance the project finished after 2 years, so this particular Pilot project ran for less than a year, in that time we have successfully brought different communities together to find out if they would like to be involved with a Food Hub which has led to different groups and individuals stepping forward and saying Yes! Although at this point there isn't one person that would like to lead the Project. I don't see this as a problem as I see this as someone who will be employed part time who is passionate about community and food, who can organise different groups of people into becoming a successful short supply chain.



In terms of looking at potential payments other than £ sterling, early in our project, I met with an original support member of “The Lets Link Up” group. At the time there were no local groups, but recently I have been contacted by ‘The Lets group’ which is being re-introduced in the area and you can still join this group

There is a database available on open source locally for this type of group, which ran successfully for a number of years, please get in touch with Ashfield for further information.

For the purpose of a Food Hub this isn’t quite relevant as there is software already built and free available for this purpose, unless you wanted to build in a different currency using time and a community points system as currency and not sterling.

For further information on the LETS group and how to look at bartering with Time credits view their website:

<http://www.letslinkuk.net/>

## 7. CONCLUSION OF FOOD HUB:

### Food Hub Model for Ashfield:

It became evident very early in the project that due to Ashfield having restrictions on their Sale agreement, when buying their land, they cannot sell from the Ashfield site.

So to create a Food Hub at Ashfield it would mean that an on-line system would need to be created so the customer can order on-line and pick up from a ‘point’ at a market store and to consider that we include other businesses as a drop off point in the local town.

On researching this kind of food hub model at Ashfield, or any organisation, the following suggestions will need to be considered based on our research:

- What is local? Define your area
- Decide Small model to be tested out in local town and repeat in other towns OR
- Larger model defining local as the wider community bringing in more products
- Know the vision of your Food Hub
- Create a Business Plan – Free advice for this
- Co-coordinator - One person would be the link to all from a Liaison/Admin point of view to keep the brand and all those using this on the same track and understanding the vision, goals and purpose of the Hub, leading this into success based out of Ashfield.
- A website for a (Free) on-line ordering and paying system - **Admin time**
- Storage space for vegetables and other produce on site
- Potential fridges (all to be kept at EHO standard) and checked regularly – **Admin time**

- To collect the order which comes through the computer system and put what produce is ordered into a parcel – **Admin time**
- Keeping a record of all foods grown and sent to point – **database Admin time**
- The parcel of produce to be delivered to drop off point in the local area – **Driver needed**
- To work with already established businesses in the area – **liaison time/Admin**
- To potentially use the Herb Garden Café and Sugar & Spice if possible to use as a pick up point as well as others – **regular drop off time**
- To have a wider range of produce to attract more customers away from the large supermarkets, PR and marketing to attract 'HOME MADE' brand – **liaison time needed**
- Establish if any volunteers will take part and what there roles are, this is never a permanent movement but a fluid and interchanging one and must be allowed for – **liaison time needed**

Any other produce/items will arrive via the supplier and can be put with your package at the collection point. This could be done on a Friday market day.

## Financial

Ashfield is very restricted as to what can happen on site financially due to legal restrictions mentioned above and it does not have the necessary finances, structure or organisational cohesion to become the Centre of the Food Hub at the time of writing this report. A food Hub needs to be supported at ALL levels and for all to understand the value to the organisation.

Ashfield needs to invest in the infrastructure of buildings by either raising funds or to wait until this is possible self funded, until this is in place it is not possible to have legally

Secondly I would suggest that due to Liaison/Admin time needed for the Food Hub to run that this should be done by one person as the jobs shared in a community space is where it does not come together at Ashfield. All staff working separate days and very part time leads to no cohesion and can lead to too many different ideas and going away from the original vision and goals.

I would suggest a funded position for a co-ordinator just to get the project off the ground to start for one or two years and look a viable way to that person becoming part of the team sustainably over time, such as the other models in this report. It is essential to get the pricing structure correct at the beginning so that the sustainable route can be achieved.

A lot of investment in terms of support would be needed from the new board at Ashfield and when employing the co-ordinator, It is fundamental to have a Sub group in place to support the

position with everyone understanding its aims and objectives as a positive aim for Ashfield and the wider community

### **Project wanted?**

More importantly, is the project wanted and needed by the local community and the businesses.

This is something I would explore with a further consultation if starting up a food hub in the area, it will give the project good PR before it starts. Having created a questionnaire and speaking to local people in the Supermarket, they were very keen to be involved with a Food Hub although the numbers partaking weren't huge it has been very well met by all and I believe this could bring 'foodies' together as a good large group. It will have to be coordinated by a very strong character/s but has the potential for success.

Widening the 'local' area will bring in some new products to the local community of Llandrindod Wells/Builth and not be a repeat of what is already on offer, this should be determined once the decision is made to start SMALL or LARGE!

Having 2 Supermarket chains in the local town is a huge challenge but I do believe that the items that will be sold on a Food Hub will be outstanding local quality and there is a market for this in Llandrindod Wells. The Market place in Llandrindod Wells and in Builth Wells could be a great place for all growers to show their goods and be collected, once ordered on line, there are various businesses interested in joining the project as pick up points.

There is a veg box scheme in Llandrindod Wells town and a Organic store selling fresh veg although not all very local.

### **Finally**

Evidence points toward the geographical area being one of the fundamental points whether a Food Hub would work in some areas and country's and not in others. I would suggest that in the area of Ashfield that some of the local culture is for 'Handmade foods' and fresh fruit & vegetables & the financial influences of the area point towards the stores that are located their. The food Hub does not need to be just food, it can be other items that will pull in customers to sell your goods. I would suggest to start small at Ashfield once the structure is place of the organisation.

## 7. Marketing and Technology

The Marketing Strategy for the over all Project was discussed at the beginning of the project, and re-visited in year 2. All resources had to be created from scratch by the Admin and Project Manager roles, which proved challenging due to time restraints.

We formed a plan of action to achieve our aims & objectives to find what worked for the project and for the 2 5 hour days a week.

We researched and implemented:

- Who our target market was  
Demographic, age, interest, needs
- How we would reach them  
Digitally and face to face networking, local contacts established already from experienced staff
- How to retain them as regular customers  
Forming long standing relationships
- How to market our Project idea - unique?
- Financially - not to make money on project – unique?
- What marketing materials work to Promote the project in our area  
Website, printing of posters, Banners and all promotional documents
- Where to promote the project?  
Press, online platforms, event marketing & websites
- Joint ventures and partnerships

Using the above plan we used the basis of this strategy to promote our project in the local areas, and to the wider community of Powys. Powys being such a large county it was challenging in terms of transport to our venue but also similarly we found local towns would not travel to our venue when it was very near town, it was seen as ‘out of town’.

Location is very important to the success of a project and should be considered when setting up a project. Transport can be a challenge, especially if you are marketing your project at many, but economically challenged individuals don’t always have access to a car or bus.

Organisations networked with, outside of those in the reports above, to promote our project to join a wider network across Wales:

- **Horticulture Wales**  
based at Wrexham University is studying clusters of groups in Wales  
<http://horticulturewales.co.uk/>

- **Cultivate**  
A social enterprise in Newton, Wales  
Presented at CAT centre on short supply chains, Food Hubs and veg box schemes  
<http://www.cultivate.uk.com/>
- **Martin G Peck**  
Adviser & Organic farmer for over 25 years based in North Wales
- **Re-new Wales**  
Sustainability goals within Ashfield & Food Hub Mentor  
Regional adviser Vanessa Garwood  
'People supporting people to take enterprising action against climate change'.  
<https://renewwales.org.uk/>
- **Agroecology Land Trust**  
James
- **Llandrindod Wells Working Together project**  
Becky Webb, new project in the local area aimed at economically challenged families and individuals.
- **Powys County Councils Family Services**  
Victoria Morris for the team events
- **Cartrefi Cymru**  
Local service provider
- **Mid Powys Mind**  
Local service provider
- **All Schools in local area**
- **NHS local hospital**
- **PAVO organisation**  
For community, organisational and client partnerships
- **Eden Project**  
Sam Evans  
<https://www.edenproject.com/>

- **Coleg Powys**  
Food leader contacted, see report
- **Age Cymru Powys**  
Amy Greaves
- **Syrian Refugee Group**  
Sarah Bunford-Jones
- **Clerks to town councils in surrounding areas for promotion**  
Rhayader, Knighton, Presteigne, Llandrindod Wells, New Radnor community council,
- **Wales Lets Link**  
[wales@letslink.org](mailto:wales@letslink.org)
- **Radnorshire Wildlife Trust**  
<https://www.rwtwales.org/>

Ashfield is a founding member of the 'Social Farm & Gardens' group and there were new groups brought in by volunteers, such as Permaculture Wales, to Ashfield in our second year that gave Ashfield a vibrant community in the summer.

## 8. Project Financials

Ashfield put in a bid for funding for the cost of 71,931.00 over 3 years for the Seed to Saucepan Project.

This fund was split in 3 ways

NAME OF ORGANISATION	PERCENTAGE	AMOUNT
Arwain	78.51%	£ 56,476
Ashley Foundation	20.24%	£ 14,560
Ashfield	1.25%	£ 895

<b>TOTAL £ 71,931</b>
-----------------------

These payments covered the Salary of:

Project Manager            10 hours per week  
 Admin                            5 hours per week  
 Food Lead                      12 hours per week  
 Horticulturist                12 hours per week

The project was given a small Budget for the project over 3 years: £1,229.00

## 9. FINDINGS AND RECOMMENDATIONS

Based on the information presented in this feasibility study, it is recommended that when considering a project similar to 'Seed to Saucepan' the following points need be considered for the success of the project. Key findings:

### **Bid application:**

It was felt by all staff on the project and at Ashfield that the staff did not have enough hours to complete the tasks. All staff worked 5-6 hours twice a week & Admin 1 day, this should be 3 days a week for continuity and to be able to achieve such a broad scope. Admin should be double the hours given.

### **Finance - Budget:**

If creating a project where there are 3 year of cookery workshops there should be a costing's written into the budget. We were restricted to what we could do for our workshops and felt that they could have been stretched to a further market if we had more resources.

We did use the creative bartering system, but we could not get enough resources for the project with this tool only. We had to take money allocated to **PR & Marketing** which could have been spent advertising the project in local magazines reaching a further audience, such as the Sheep in Powys and local papers.

### **Culture of Organisation:**

When delivering a project within an organisation you carry its reputation with you and you become an ambassador for them. We worked tirelessly to create a community in our local area and although we did well creating relationships with the strong and enthusiastic team, Our clients did not stay with us long term. It is understood that Ashfield has had previous projects in the past that created ill feeling and so a lot of local people in Howey & local organisations didn't want to work with our project. This posed challenging, which Ashfield are still trying to overcome.

It is mentioned in the reports within this study that Ashfield Trustees went through many changes and were not cohesive as a group; this made the project challenging to deliver. I would recommend to improve this situation that all Trustees are to be involved in signing off the project, understanding its costing's and getting fully on board with the project. This can be done if a funded project is wanted in the organisation and is part of the vision for and the bigger picture.

### **Food:**

The findings and recommendations for food can be found in the food report.

**Horticulture:**

The findings and recommendations for horticulture can be found in the horticulture report.

**Overall:**

The findings and recommendations made in the Food & Horticulture are pointing toward not being feasible due to the cost element, but recommendations have been made.

In terms of the Food Hub report, this could be feasible at Ashfield if a small bid was put in by the organisation for a co-ordinator to begin with, but I would recommend that the bid was written by the board so all will understand it and work with the whole group of small businesses on the ground at Ashfield to start this project together.

This then needs to be communicated to the shareholders and for all to understand the Brand, vision and the implementation of the Project.

The correct pricing is essential and there is advice out there from organisations I have noted, and at present with the Board changes and more cohesion on site I would say it is now possible to potentially go ahead with this project with the right advice from a Mentor set up by Renew Wales. (Oct'19)

**10. Appendix:**

1. Seed to Saucepan Recipe Book (separate file)

**2. ON-LINE FOOD HUB QUESTIONNAIRE**

This questionnaire was designed with the intent of looking at the online element of a food hub as well as the face-to-face element of shopping.

Q 1 Where do you shop for your food?

Tesco	0.00%
Aldi	14.29%
Local high street shops	0.00%
Mixture of above	85.71%

Q 2 What approx. radius is your food shopping done from your home?

2 miles	33.33%
5 miles	19.05%
10 miles	42.86%
20 miles or more	0.00%



Q 3 What percentage of shopping is done in a Supermarket or Local shops?

Super Market	73%
Local shops	28%

Q 4 Do you know what the difference between a Food Hub & Food Co-op is?

Yes	38.10%
No	61.90%

Explanation given

11. Q 5 What is your Postcode where you currently live?

13 x LD1  
8 x LD2  
1 x LD5

Q 6 Would you use a local Food Hub/Co-op if there was one set up in Llandrindod Wells.

Yes - On-line ordering & collect goods	61.90%
Yes - pick up at a local train station	14.29%
Yes - order by phone/face to face	9.52%
No	4.76%
Other	9.52%

(Possibly. Would need to know more)

(Maybe. I'd like to but wouldn't want to make a special journey to llandod to collect. Would order online if I did use it though. Local pick up points might be an idea?)

Q 7 Would you be interested in becoming a local food supplier?

Yes	4.76% (1)
No	95.24% (20)

12. Q 8 What foods would you like to buy from a Food Hub?

Milk & cheese, fruit & vegetables, eggs, flour

Fresh local fruit and veg; perhaps locally made bread and pastries. Anything really - I wouldn't shop in supermarkets if my daily needs could be met from local suppliers/shops/hubs.

Locally grown in season veg and fruit all year

Fruit/Veg/Meat

Fresh seasonal fruit & veg, eggs, dairy products, bread. Non food would be good too (cleaning ingredients, toiletries, bog roll, etc)

anything

Fresh - fruit, veg

Seasonal produce, fermented foods

fresh fruit and veg

Fresh veg

Fresh Organic Would be good to be informed by e-mail what foods were in stock each week before travelling into town

Fresh veg and salad Cheese and small amount of meat if affordable

Vegetables

Various

Vegetables

Veg Local meats. Fish

FRESH FISH

Veg, salads, fruit, eggs, bread, cakes, jams,

Veg, fruit, meat, fish, dairy (anything fresh)

Veg, dairy goods

Fruit / vegetables / eggs

Q 9 Would you be interested in using a different currency other than £ Cash to pay for your items from a Food Hub/Co-op?

Yes	52.38%
No	47.62%

Q 10 Would you like to be on Ashfields mailing list for further site & project information? We will contact you if a Food Hub/Co-op does take place in the local area.

Yes 71.43%  
 No 28.57%

END

3. FOOD HUB QUESTIONNAIRE

FACILITATOR: KERRY MILLS

DATE: 19TH MARCH 2019

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

MALE/FEMALE AGE: \_\_\_\_\_

1. WHERE DO YOU SHOP FOR YOUR FOOD?

- a. Tesco
- b. Aldi
- c. Mixture of above
- d. Local food suppliers

2. WHAT % OF YOUR FOOD IS BOUGHT IN

- a. Supermarket \_\_\_\_\_
- b. Locally \_\_\_\_\_

3. DO YOU SHOP ON-LINE FOR YOUR FOOD SHOPPING?

- a. Click & Collect \_\_\_\_\_
- b. Click & Delivered to you \_\_\_\_\_

4. DO YOU KNOW WHAT A FOOD HUB IS?

- a. YES –

EXPLAIN: \_\_\_\_\_

NO - KERRY TO EXPALIN

5. WOULD YOU USE A FOOD HUB IF THERE WAS ONE IN LLANDRINDOD WELLS?

- a. Yes

ONLINE \_\_\_\_\_ FACE TO FACE SALES \_\_\_\_\_

- b. NO

EXPLAIN \_\_\_\_\_

6. WOULD YOU BE INTERESTED IN BECOMING A LOCAL FOOD SUPPLIER?

a. Yes

Details \_\_\_\_\_

b. No

7. WOULD YOU LIKE TO BE CONTACTED WITH FURTHER DETAILS SHOULD A FOOD HUB GO AHEAD?

a. Yes by email

b. No thank you

8. SEED TO SAUCEPAN PROJECT is part of Ashfield Community Enterprise

a. Would you like to be on their mailing list

b. Yes

c. No

Thank you for your time today, the information above will be used as research material to form part of a feasibility study for the Seed to Saucepan Project.

END

#### 4. Food Hub Supper Friday 8 February 2019 de Bono Thinking section

Purpose: To do collaborative thinking on a sustainable food hub in Llandrindod Wells

Aims & Objectives:

- Increase awareness amongst interested parties of key issues
- Increase awareness amongst interested parties of models being used
- To pool thoughts, experience and ideas
- To examine one option more fully
- To make a list of people who are interested in working to develop a food hub

6.45pm	2 mins	Introduction to Dr De Bono & Thinking Tools. <b>One Thinking Task at a time</b> , focusing attention.	
6.47 pm	3 mins	<b>Subject: A sustainable Food hub in Llandrindod Wells.</b> Introduce the 6 T Hats. Agreement on roles- Facilitator/participants. Right type of thinking. Structure of session: White Hat, Green Hat, then Yellow and Black hats on one option	<b>Hats Handouts for each table</b>
6.50 pm	2 mins	White Hat: 2 main uses to stimulate thinking and to check thinking. Practise item – White Hat You have to look after 4 camels for 2 days with no-one to help. What info would you need?	<b>Paper pens BELL Stopwatch</b>
6.52 pm	2 mins	<u>White hat practise feedback</u> Collect in papers at end	<b>Stopwatch</b>

6.54 pm	3 mins	<p><u>White Hat – A sustainable food hub in Llandrindod Wells</u></p> <p><u>What do we know? What do we want to find out?</u></p> <p><u>What? What components are essential? what would be sold?</u></p> <p><u>Who? Would be essential? Who would buy? Who would sell? Training, funding, support?</u></p> <p><u>How? Would customers order, pay, collect or receive deliveries? How would it keep going all year round? Marketed? Find out what people want?</u></p> <p><u>Where? would it be based?</u></p> <p><u>What investment?</u></p> <p><u>What would the objectives and aims be?</u></p> <p><u>What? do customers want?</u></p> <p><u>What? geographical area?</u></p> <p><u>What roles for young people and volunteers?</u></p> <p><u>What is working well for Jess/other models?</u></p> <p><u>What does Jess or other schemes find difficult?</u></p>	
6.57 pm	3 mins	<u>Feedback:</u>	<b>Flipchart/pens</b>
7.00 pm	3 mins	<p><u>Green Hat- generative, productive energy, abundance, concerned with what may be, suggestions and proposals, possibilities.</u></p> <p><b>Overall question: What ideas do we have?</b></p> <ol style="list-style-type: none"> <li>1. Generating reactive ideas</li> <li>2. Generating starting ideas</li> <li>3. Generating further or better ideas</li> <li>4. Generating new ideas</li> </ol> <p><u>Practice item:</u> How would you improve the human head? What ideas do you have?</p>	
7.03 pm	2 mins	<u>Feedback</u>	Take in papers at the end
7.05 p,	3 mins	<p><u>Green Hat</u></p> <p>What ideas do we have on models for a sustainable food hub in Llandrindod Wells?</p>	
7.08 pm	3 mins	<u>Feedback</u>	<b>Record</b>
7.11 pm	1 min	<p><u>Choose one option to use Yellow and Black hat thinking on</u></p> <p>Yellow &amp; Black hats are used to assess ideas and their value and to strengthen them.</p>	
7.12 pm	2 mins	<p><b>Yellow hat – What are the good points? What are the benefits? Workability. Likelihood.</b> Logical, often deals with the future as well as past and present.</p>	

		Simplicity, Effectiveness, acceptability, lower cost, lower risk, increased values. <u>Yellow Hat practise – By Law all cars should be painted yellow</u>	
7.14 pm	2 mins	<b>Black hat – What is wrong with this? What are the weaknesses? What are the problems, difficulties or dangers?</b> Big difference between looking at an idea in order to attack and reject it and looking at it in order to improve it.1. To find weaknesses 2. Make assessments. Evidence, feasibility, impact, fit with strategies, objectives, values. Black Hat practice <u>By Law all cars should be painted yellow</u>	
7.16 pm	3 mins	Feedback – Yellow and Black hats	
7.19 pm	3 mins	Yellow Hat on chosen option	
7.22 pm	3 mins	Yellow Hat Feedback on chosen option	<b>Record</b>
7.25 pm	2 mins	Black Hat on Option	
7.27 pm	3 mins	Black Hat feedback	<b>Record</b>
7.30 pm		Thanks – over to Kerry	