

Cardifffood

A TASTE OF THE FUTURE: A STRATEGY FOR FOOD-LED URBAN TRANSFORMATION

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Abstract

Alongside the growing attention to the economic and security aspects of food systems in theory and practice, the role of food planning in sustainable governance is still neglected. The post-modern governance aims at regulating and optimising the physical and institutional changes in cities by different strategic scopes. This study sought examining a new approach to urban development by providing a food-led strategy for controlling urban transformation in Cardiff City and answering the following questions based on a qualitative research method: a) what is the link between food planning and urban transformation? b) what are the conditions, potentials, key actors and barriers on the way of Cardiff food-led transformation? c) how can street food regulations in Cardiff help city transformation? d) what does Cardiff Food-led transformation look like?

The results show that food planning has a great potential to determine a comprehensive development strategy for physical, cultural and institutional transformation in a city. The strategy suggests cultural innovation, change in the city structure and new form of partnership in governance and institutional relation. Cardiff Street Food illustrates an empirical case to practice the strategy in more details and examine its feasibility.

Key words: Food system, urban transformation, street food, Cardiff City.

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List of Acronyms used

CFS: Cardiff Food Strategy	M: Market sector	SFC: Sustainable Food Cardiff
CLC: Cardiff Liveable City	NGO: Non-Governmental Organisation	UT: Urban Transformation
CP: Cathays Park	NHS: Public Health Wales	WFGA: Wellbeing of Future Generations Act
CR: City Road	S: State sector	
CS: Civil Society sector	SF: Street Food	
CU: Cardiff University		

1- Introduction

1-1- Research Problem

This research arises from two aspects of urban issues: firstly, challenges to regulate and optimise the ongoing physical, cultural and institutional changes (transformations) in cities and find the best governance strategy to lead these transformations; second, problems around neglected capacities of food planning in urban development.

There has been changes in each sector of the state, market and civil society which were the result of urban transformation in different scales. The most remarkable change in the market is the emergence of 'capitalism and neo-liberalism' (Thorns 2002; Kuyucu and Ünsal 2010; Ma 2002). One of the significant transformations in governance is emergence of "public-private partnership". It would bring more democracy and legitimacy to political institutionalism by involving people and different institutions in decision-making (Fuchs et al. 2011; Gerometta 2005). "Cultural innovation" is an important consequence of transformation in civil society (Castells 2011; Demirli et al. 2015). Demographic changes within the cities and new forms of men-women relationships have led to new lifestyles, daily routines, social relations, micro-scale communities in a neighbourhood and restructuring the city. Consequently, a new form of consumption has emerged (Thorns, 2002: 118). Physical changes in post-industrial cities is no longer organic urban development and it consists of negative changes like urban sprawl and separation of nature and city or positive changes like building green infrastructure for cities and creating new urban space. In post-modern planning, urban transformation requires a clear strategy which aims at finding a more 'sustainable' position for city and control urban development (Ernst et al. 2016, p. 2988).

Thinking about food systems brings an illustration of farm animals, crops, and the smell of rural life in some people's mind. In the urban conditions, specifically in Western countries, the image of food system changes to the big food shops, modern slaughter houses, and colourful restaurants and fast food chains. The growing and processing of food has been moved out of the city and city image (Pothukuchi and Kaufman, 1999: 21). "We are supposedly in the middle of a gastronomic revolution" (Steel 2013, p.4) and food has never been as much available, cheap and varied as it is now. In 2007, the percentage of people's income spent on food [in the UK] was 10, while this percentage in 1980 was 23. The food choice, specifically in the Global North is mainly affected by the price of food, and the other factors like quality and healthiness are being sacrificed gradually and inevitably (Steel 2013, p.5). With facilitating access to the healthy and environmental food, it is likely to improve and change people's taste, their food experience and consumption culture in the long term. It is estimated that by 2050 the global population would increase to over 9 billion and food security, which means providing enough healthy food for all, would become a critical matter (Beddington et al., 2012). Also, significant changes happened in consumers' behaviour regarding their preferences pattern and their demand for higher quality and quantity of food. People yearn more food and meat as they get wealthier (Campbell et al., 2014; Bos et al., 2013). These two facts, the population growth and new consumption patterns, affect new social relations, innovation mechanisms, urban decision and planning, and the environment.

Accordingly, the changes require a clear position in urban governance and a strategic theme to join-up different aspects of urban transformation. Considering the planning problems and the role of food as a solution are rather novel in urban planning and require a case study and a primary data collection.

1-2- Research Aims and Questions

According to the problems, this research aims to examine the role of food planning in a regulated urban transformation. Regarding this purpose, a case study needs to be selected to discover and study different aspects of food planning and urban transformation and the links between them. The capital of Wales, Cardiff is chosen as a case for different reasons. First, the author's experience of living and studying in Cardiff and observing food activities in Cardiff have provided enough enthusiasm to select this case. Also, based on the primary studies, Cardiff seems to be one of the fastest transforming cities in the UK and progressive in healthy and good food agendas. However, still there is no comprehensive strategy and plan for food in Cardiff Council. Street Food is also selected as a primary case in food concepts to practice an in depth study on food-led urban changes. To define the research aim in details, there are four main questions, according to which the structure of this study can be illustrated:

- 1- What is the link between food planning and urban transformation?
- 2- What are the conditions, potentials, key actors and barriers on the way of Cardiff food-led transformation?
- 3- How can street food regulations in Cardiff help city transformation?
- 4- What does Cardiff Food-led transformation look like?

1-3- Structure of the Dissertation

This study is divided into four major themes. First, the literature review (chapter 2), which discusses the scholarly evidence around food aspects, food planning, street food and urban transformation. This chapter results in a discussion about links between food planning and urban transformation in order. Second, the methodological details about this research are defined in chapter 3. After that, the collected data through interview and document analysis is analysed and results in research primary findings in chapter 4. Finally, chapter 5 summarises the scholarly and data analysis results in order to answer the research questions, generalise the results to the broader knowledge and provide recommendations for further study based on research limitations.

2- Literature Review

2-1- Introduction

The first research question seeks a link between various aspects of *food planning* and *urban transformation*. Food is engaged in everyday urban life and relates people to each other and to the place. The hypotheses to answer this question is that food is likely to have potential to create great changes in cities' in different aspects, including institutional, cultural and physical. The necessity of change in urban relations has been a hot topic in recent decades in *governance* arena because of the emergence of a human-made imbalance in urban-nature relations. This imbalance affects the wellbeing of environment, as well as human health and also it threatens the future generations. There are a number of major concepts in planning, including *sustainability* and *liveability*, which aim to achieving positive changes in a city through policy-making. The term urban transformation is used in this study as one of common concepts to represent the tangible and great changes in cities in physical and institutional aspects. The criteria to find and get hold of the relevant literature for this chapter is valid and updated books, articles and online sources which cover different dimensions of the research argument and enable the researcher to define and criticise the present condition of food governance and its potentials for urban transformation. It is also possible to find the conceptual and theoretical lacuna in food planning related to urban transformation, and use the novelty of this research to provide a framework to answer research questions.

Section **2-2-1** provides an overview of food planning after industrial revolution and justifies the importance of focusing on food in urban planning. Food is multi-dimensional and it is possible to look at it from various viewpoints including: What is food system? Who is planning for food in a city? And how can a food-led approach change the city? After studying the nature of food and different aspects of food system in section **2-2-2**, it is important to provide an argument around various institutional aspects of food planning and see who is involved in food plan (section **2-2-3**). Providing an in-depth study around food planning, sections **2-2-4** investigate significant dimensions of food policy and multi-stakeholders engagement in planning procedure and section **2-2-5** rises the street food planning as an empirical case. Then, the city change, itself, is the topic of argument in section **2-3** and it provides information around urban transformation. The last section (**2-4**) is conducted to link food aspects to arguments around urban transformations and rise the conclusion about potential of food in profound urban changes via policy-making. The conclusion results in a framework for food-led urban planning.

2-2- Food Planning

2-2-1- Brief on Food Planning

Food has become significantly important in theory and practice. Viljoen and Wiskerke (2012) remark that there is a need for planning and design mechanisms to provide regulations and to create spatial and physical environment for better food systems. Although the matter of food in cities is not a new concern, food planning and design gradually emerged from the late 20th century as a combination of cultural, political, scientific and economic concern about the relation between food and city (Viljoen and Wiskerke 2012; Watts et al. 2005). Planning for food systems can be more tangible among other planning systems, including transportation and housing, when the importance of the role of food becomes visible (Pothukuchi and Kaufman 1999, p.213). Basic needs for human life consist of water, air, food and a place to live, among which planners have paid less attention to food. The "Policy Guide on Community and Regional Food Planning" is a recent action of the world's biggest planning associations to fulfil this gap and bring the matter of food systems into the planning (Morgan 2009, p.341). Food researchers are paying more attention to local aspects of food policy, specifically

notion related to equality, sustainability and food security in both urban area and countryside. These notions are generally called “alternative food systems” (Milbourne, Forthcoming book).

2-2-2- Sustainable Food Aspects: What Is Important?

Sustainable approach in planning is a set of broad ideas and phrases which relates to various urban development fields, including environment, economy, governance and society. The Brundtland Report in 1987 was the beginning of emerging this approach in urban development and in the report it was defined that sustainability in planning “meets the needs of the present without compromising the ability of future generations to meet their own needs” (UNCED 1987). Hopwood et al. (2005, p.38) state that sustainable urban planning is “an attempt to combine growing concerns about a range of environmental issues with socio-economic issues”. This research does not aim to provide an in-depth study about sustainable planning. However, it endeavors to stay in the sustainability framework regarding food systems and food planning by using literature sources which have sustainability approach. In spatial planning and policy-making, there are various categories for sustainable food systems, from which we can name local food (Hinrichs 2000; Windfuhr and Jonsén 2005), fair trade (Jaffee 2014; Renard 2003), organic food, animal welfare (Harper and Makatouni 2002), waste management (Papargyropoulou et al. 2014), healthy food, ‘ecologically responsible’ systems (Lang et.al, 2009) and good food (Morgan, 2015). Up until now, debates on each of the sustainability mechanisms have been raised to argue about the advantages and disadvantages of implementing each mechanism to create sustainable food systems. These sustainability mechanisms in spatial planning generally aim at “long-term health of a community food system” (Feenstra, 1997). It is worth mentioning that nowadays sustainability has become an inevitable criteria in planning systems and there is no need to re-write the sustainability guidelines in this paper.

Food system is made of three major notions. The primary notion and the beginning of the system is the food production and process, then the distribution and catering, and finally the food consumption. Pothukuchi and Kaufman define food system as “the chain of activities connecting food production, processing, distribution, consumption, and waste management, as well as all the associated regulatory institutions and activities” (Pothukuchi and Kaufman 2000, p.113). There are few scholarly works in which there is a comprehensive discussion about all the aspects of food system, among which Viljoen and Wiskerke (2012) has provided a valuable source of studying food aspects, including “growing, trading and eating food, and food spaces” related to socioeconomic, environmental and spatial debates. Also, Steel (2013) tells an attractive story about how to feed a hungry city and covers food system, from production to consumption and waste management. Other scholars used in this study mostly cover a part of food chain and planning approaches related to that.

Before the industrialisation, *food production* and preparation used to be a tangible process in cities and rural areas. Now, the “scale and process” of receiving food from farm to plate is noticeable when it travels a long distance. The easiest solution for people is to ignore the number of people and places and the amount of energy which were involved in the journey of their food (Steel 2013, p.6; Viljoen and Wiskerke 2012, pp.67 &75). Without farm and farming the cities would no more exist, but “we are cut off from agriculture” (Steel, 2013: 5-7). Community gardening is defined as “an organized, grassroots initiative whereby a section of land is used to produce food or flowers or both in an urban environment for the personal use or collective benefit of its members” (Glover et al. 2005 quoted by Milbourne, Forthcoming book). Although it is almost impossible to supply all citizens with organic food or free-range animal products (Steel, 2013: 5), community gardening can guarantee the quality of a portion of citizens’ food in small scale. It is one of the best examples of using urban policies in order to engage communities with their food production in city. Such activities, specifically in brownfields and outlying spaces, transform the environment, education, socioeconomic condition and governance

of the city (Milbourne, Forthcoming book; Howe 2002, pp.125-126). Planning for a green city is not a new debate and it was started from ideas of garden city after industrialisation. However, it seems that the importance of planning for food production within cities is noticeably highlighted in bigger number of scholars in recent decades.

Food services (distribution and outlets) are still categorised as business studies and the most important aspect of it is marketing and profitability. Service industry is growing fast, changing the economy of cities. Marketing in such industry is based on increasing the quality of services to meet the target group's demands and foreseen the customers' preferences (Lee and Ulgado 1997, p.39). However, this part of food system has always been a challenge for city planners in terms of accessing supermarkets and food outlets and linking the supply and demand sides of the food system. In other words, food service is shaped by and shapes the city and institutions related to food. A tangible example of food effectiveness in shaping cities is the new form and function of food outlet and market after industrialisation.

Food consumption is very effective to form the cities, change the economy and improve the environment when consumers decide where, from whom and what to buy. Campbell (1995, p.104) defines consumption as "any activity involving the selection, purchase, use, maintenance, repair, and disposal of any product or service". Cities are consuming about 75% of the whole food in the world and the number of people living in the cities will increase to 3 billion by 2050. This means that the role of food in city planning is significant. The portion of vegetable used to be the majority on our tables but this habit has changed to a meat- oriented consumption. It is predicted that by 2050 the global meat consumption would have increased 100%. Animal farming contributes to around a quarter of global Green House Gasses emission (Steel 2013, p.9) and, consequently, the inevitable increase in cities' population and meat consumption threatens the wellbeing of human and environment. The "sociology of consumption" has entered social science studies from 1980s (Miele 2006, p. 345). The studies includes post-modern debates over food desire and freedom of choice and critiques about social classes and consumption behaviour. However, a regulatory system is required to control and optimise food consumption patterns and manage the waste consumption because "as cities grew larger, their self-regulatory ecosystems began to breakdown" (Steel, 2013: 251). Wasting food means wasting costumers' money and time, farmers' work, governments' budget and someone else's share of food.

2-2-3- Institutional Aspects: Who Is Important?

One of the ways to study different actors and stakeholders involved in an urban planning procedure is to split them into three major institution; the state, market (business) and civil society (McLoughlin 1992; Martinussen 2004; Steurer 2013). Examples for the state are municipalities, city councils, and local and national governments; Market sector consists of entrepreneurs and business actors and the like; and civil society includes every type of social institution like NGOs and [independent] educational centres. There are also some institutions which have the characteristics of two or three sectors.

As it was mentioned before, although professional planning claims to cover interconnections and features of all aspects of human life and environment, it has been neglecting food systems for a long time in theory and practice (Pothukuchi and Kaufman 2000, p.113). Morgan (2015) defines the result of this neglecting as "puzzling omission" (Morgan 2015, pp.1380-1381). Recently, a booming attention to food happened in scholars and new policy practices, specifically in North America. It has resulted in appearing community gardens, "community-shared agriculture programmes", new types of local market and other community-engaged programmes, as well as huge number of publications (Donald

2008, p.1252). However, still there is a gap in both policy guidelines and detailed definitions about how to deal with food systems in different contexts and times. In the following, some scholarly evidences are provided to describe the importance and role of food in institutional aspects of planning.

The *socioeconomic importance* of food and neglected side of it is mentioned in a number of studied scholars (Goody 1982; Sokolov 1991; Miele 2006; Chaney and Ryan 2012; Viljoen and Wiskerke, 2012; Steel 2013). Food can be used as a means to create and enhance “social bound”. It also enables ethnic groups to represent themselves and create a dynamic multi-cultural community. Dining table, metaphorically, can play an important political and social role by gathering people with different ideas and backgrounds together to share their food and time. Markets have always been areas for socialising as well as buying food. Food is no longer a significant part of modern British culture (Steel 2013). People spend time and money for food, only when they want to please themselves or others and it is not a part of daily routine to care about food. Cooking food is beyond physical procedure of mixing ingredients or heating a ready-to-eat snack. It is related to choosing what is healthy and where it is from and who is the provider and customer. Nowadays, even in supermarkets it is impossible to find an expert among customer service staff to ask about the origin of their offer and other related food knowledge. Supermarkets, great events, consumption destinations and other types of availability of products have led to new consumption behaviours in the cities. Wealthier cities are creating and advertising new forms of demand which increases the consumption and waste. The gap between purchasing power of different groups might increase in these cities, which causes social exclusion from some activities (Thorns, 2002: 147). It is clear that food has a great influence on people’s health, directly and indirectly. Food-related disease and disorders like obesity, iron deficiency and diabetes can be the results of eating habits and behaviour. This increasing problem affects the individuals and the national and macro-economy at the same time. The EU White Paper and treaties of the World Health Organisation focus on standards and drivers of leading people towards healthier choices in supermarkets and food outlets (Mikkelsen 2011, p. 209). Another socioeconomic importance of food is that planning for food systems can create more jobs for women and empower gender associations.

There are many concepts which show the *governmental importance* of food planning. Food governance relates to food security (McKoen 2014; Rosin 2013; Lawrence et al. 2013), social justice (Lang and Heasman 2015; Robertson and Dale 2013), food safety (Tran et al. 2013; Garci et al. 2013) and land-use management (Sikor et al. 2013; Verburg et al. 2013). Above all, the multi-functional aspect of food governance is specifically acknowledged in this study because this approach provides planners with a variety of policy choices and enables the local authorities to enhance the city transformation. The present study is embedded in spatial planning area and has a social approach to look at the food, human, place and their relations. Spatial planning refers to the governmental activities which influence the development of cities and countries and arrange distribution of “people, activities, and resources” (Othengrafen 2013, p. 1269) in different spatial levels. The traditional spatial planning system used to focus on “transcend sectoral policy division” (Walsh and Allin 2012, p.377) and it shifted to a more strategic area in modern planning systems. This strategic approach covers various levels, from local to transnational and aims to coordination between different policy sectors.

Planning system varies in different national contexts and in general, governance in different sectors, including food, used to be a highly centralised in Western countries. In a centralised system, the main decision-making procedure happens in national level, whilst local authorities such as municipalities, Councils and non-governmental institutions have only an implementing role. After the emergence of globalisation and neo-liberal approach towards decision-making, planning procedure has become more inclusive and sought opportunities to enhance the individuals’ participation and

multi-stakeholder engagement in planning (Baker et al. 2007; Cullingworth and Nadin 2002). In the following section, an argument is provided around food policy and the role of inclusive approach in food planning. One challenging issue in food governance is to clarify the organisations and individuals who are responsible for outlining the food policies and creating links between different stakeholders. Lang et al. (2009) remark that providing a successful public policy on food strongly depends on finding the main actors in food system and engaging them in the decision-making process. This important challenge is specifically addressed in following chapters.

2-2-4- Food strategy: How to Involve the Main Actors?

In this study, food planning aims to improve urban liveability. This notion, which links to the sustainability criteria of food planning, implicitly covers majority of other horizontal aspects of food system mentioned above. Badland et al. (2014) define liveable cities as “socially inclusive, affordable, accessible, healthy, safe” places, which are “resilient to the impacts of climate change” (Badland et al. 2014, p. 65). People in such city have variety of options and opportunities to choose their lifestyle and reveal their skills and potentials in a high level. The aim to select liveability as a planning criteria is that it is becoming a common term for ranking and comparing cities and it has “transformative effect” in decision-making (Bunnell and Kathiravelu 2016, p.202). Also, according to a synthesis between food planning aspects and the liveability definitions, it seems that a good food system can bring liveability into the communities and places, specifically in terms of inclusive planning, justice and health approaches. It has to be clearly remarked that the result of this study seeks complying with liveability criteria, in general, and it is not going to investigate the liveability indicators in detail. However, the result of this paper are likely to be useful to conduct another research to examine the effect of food planning in improving liveability indicators in a city.

According to Moragues et al. (2013) the negative effect of existing food systems is increasingly high and it is necessary to have food strategies. The effects consist of lacking food security in poor communities, food-related disease, economic pressure on society as well as government, and environmental consequences of production, process and consumption. Urban food strategies aim to engage different stakeholder groups in decision -making and implementation in order to change the food system horizontally and vertically. The horizontal aspect includes a comprehensive approach to “health and wellbeing, environment, economy and community development, social and cultural aspects, education”, urban ecology and liveability. The vertical approach relates to different steps of a food chain from farm to table and food waste (Moragues et al. 2013, pp. 4-7; Viljoen and Wiskerke 2012, pp.67-69). Based on the result of food studies and experiences (Maxwell and Slater 2003; Viljoen and Wiskerke 2012; Mikkelsen 2011), there is no fixed policy and standard for all the cities. In other words, it is the most important issue of a city in a period of time that specifies the main food policy approach for that city.

A number of reviewed scholars strongly support the idea of applying multi-stakeholder strategies in food planning. Fuchs et al. (2011) remarks that by the state control on private retail food, there will be more possibility to have more “participation, transparency and accountability” in food systems. The control mechanism can be new standards and authentications. Morgan (2009) considers the importance of inclusive food governance and Viljoen and Wiskerke (2012) remark that there are interdisciplinary dimensions for food and enables “interdepartmental” study and decision-making. Moragues and Morgan (2015) consider the urban food governance as an arena to create a good connection between the state, market and civil society. Overall food has multi-functional character and enables multi-stakeholder engagement in planning. Campbell (2004) introduces the struggles and contradictions in some Western countries’ food system, of which the “epistemological, political and institutional, socioeconomic, spatial, community, and organizational” conflicts are critical. This

happens whether when there are various levels of power and different values among stakeholders or the stakeholders still do not have a mutual “language and agenda” (Campbell 2004, p.341).

To provide an in-depth argument around food planning and its potential to transform a city in different institutional and physical aspects, it is necessary to focus on one type of food-related activity as an empirical case. Therefore, the concept of *street food* is selected to investigate its planning aspects and argue its potential to facilitate urban transformation.

2-2-5- Street Food; an Empirical Approach in Food Planning

Accessibility and better connection between suppliers and the demand side are important factors in food planning. Streets, which should not be assumed as empty spaces between buildings or mobility corridors, have always had a socioeconomic and political character in cities. Streets can connect spaces, elements and people to each other and improve the urban functions. Having meal, snack and beverage outside of home is becoming a major part of our modern culture as there are increasing number of food outlets working in the cities. Therefore, a significant part of urban spaces, culture, economy and environment depends on this type of eating habit (Mikkelsen 2011, p. 209). We cannot afford to eat out regularly but lifestyle in many Western cultures like in the UK is going towards a more in-restaurant food more than ever before (Steel, 2013: 158).

Street food is defined as public and private stalls that sell ready-to-eat food and drink prepared and/or sold in the open air in streets and other public places, in fixed or dynamic spots. (Hiemstra et al., 2006; Muzaffar et al., 2009). The street life and eating out used to create “social hubs” and encourage people to see each other and communicate. In the modern life, technology is becoming a replacement for real-world communication and food has partially lost its importance in connecting groups and individuals (steel, 2013: 114). Postmodern debates are seeking the ways by which these types of qualities would come back to the urban life. The examples are food movements and pedestrian-oriented city planning and design alongside designing public places for food production, distribution and consumption in cities.

The majority of reviewed street food studies focus on safety aspects of food which relate to health and hygiene of street food (King et al. 2000; Apaassongo 2016; Choudhury et al. 2011; da Silva et al. 2013; Muzaffar et al. 2009). Also, entrepreneurship aspects (Muzaffar et al. 2009; Hiemstra et al. 2006; Otoo et al. 2012; Otto et al. 2011) have been pointed out in these studies. The case study of these arguments are usually the Global South countries and they lack enough experience from developed countries. Privitera and Nesci (2015) remark the significance of street food in connecting the notions of globalisation and localism and its role in creating the city image, specifically for tourists. They call it an “authentic gastronomic experience” in the city (Privitera and Nesci 2015, p.716).

Street food is socioeconomically important because it creates more jobs, specifically for women, and the food is more affordable for the middle and low-income people. It also has the potential to create attractive and peaceful multi-cultural hubs within the city in which different traditions, races, and religions can organically grow next to each other (Muzaffar et al. 2009, p. 81). Street vendors, which are a type of unofficial food provider in urban areas, are still a part of unpleasant activities for the government and other outlets in many cities. However, it is inevitable to have street vendors in metropolitan cities, specifically in less developed countries (Widjajanti 2016, p. 187). According to a study in Indonesia, street vendors would not limit themselves to the allocated spots and expand around. If a location does not comply with the vendors’ characteristics, it would easily lead to conflicts and problems. In other words, there are always some “strategic locations” (ibid, pp. 192-193) in which street vendors feel more flexible and safe. Such locations have similar characteristics including:

dynamic activities and community, high level of access and transportation choices, close to populated places like a university and city centres, and enough space. According to the result of Eisinger's study (2002) about "organisational capacity" of street food planning in Detroit, street food planning needs a rather personalised focus on skill improvement than strict plans and rules to organise the location and function of vendors. It means that street vendors prefer to grow organically and the role of planner and government is to provide regulations and facilities for entrepreneurs to start their work, provide safe food and remain secured.

After identifying answer for literature review questions regarding *what is a food system, what are the aspects and importance of food in planning, and who is involved in the plan*, the following section aims to realise *how a food-led approach in planning can change the city*. Therefore, an argument is conducted around the notion of urban transformation, as a planning approach to change urban systems, and its relation to the food planning.

2-3- Urban Transformation (UT): How to Change the City by Using Food Strategy?

2-3-1- Aspects of UT

One of the main factors to identify the effects of modernisation in cities is the transformation of industrial cities. Thorns (2002, p.39) reviews the viewpoints and critiques of four urban analysis theories, namely: "the contrast school, Chicago school of urban ecology, the urban managerialists and the political economy" to look at the way urban changes happened. The result is that we have shifted from physical, socioeconomic and political changes, caused by fast development of industries, to a new form of urban transformation with a postmodern pattern. New urban requirements and forces during different periods of time cause inevitable physical and institutional changes in a city. Planning is a tool to control these changes and optimise them. Physical transformation results in a new pattern of zoning and land-use, and urban landscape. The outcome of institutional transformation affects the governance, culture, livelihood and behaviour in long term (Gaubatz, 1998). According to Thorns (2002) urban physical and socioeconomic developments are two major aspects of transformation in the city morphology. A significant change in the substantial structure of the city provides a new arena for economic, cultural and governance activities. Planned urban transformation is required for some reasons including: a more significant development, urban competitiveness, an image for the city (city branding), compatibility with the globalisation, and an efficient way of using land and consuming goods (Wilson 2007, pp.29-30). In other words, a city need physical, cultural and institutional restructuring to be more liveable and dynamic.

Urban transformation has happened differently in various socioeconomic and political contexts. In contemporary development of China, it has been very fast and based on technology, industry and economy. Meanwhile in European cities after WWII it has been much more moderate and gradual. Also, these transformations have different levels, from "global economic, political and social restructuring to the changes in routing lifestyle" (Thorns, 2002: 1). Urban transformation can have a rather positive or negative effect on communities and make "more homogeneity or heterogeneity" (Thorns, 2002: 2), which result in a more inclusive plan, more community engagement and higher level of justice or vice versa. While a city is inevitably changing over time, a planner can control negative changes and lead the community and urban structure towards a better position. Thorns (2002: 2) states that "the present urban fabric results from successive generations of settlers leaving their mark in both the physical structure and in the political and socioeconomic institutions." Therefore, to study present conditions and make decisions for the future of a city requires studies about the institutional structure and former development strategies of the city.

In late 20th century, many cities faced a shift in governance from a focus on the state power to a more welfare and an inter-institutional cooperation. The local authorities are a new form of city empowerment to create a less centralised state. Thorns (2002, pp.6-7) remarks that these changes are related to the neoliberal models which emphasise on decentralising and strengthening the public-private partnership. Transformation varies in different contexts. Since 1980s the process of globalisation has been the main reason and leader for urban transformation.

Recently, the transformation agenda in urban planning has mainly focused on reducing polarised and exclusive institutional arrangements in decision-making and implementation procedures. The result would transform the city into a “more cohesive city and governance arrangement” (Gerometta 2005, p.2007). In other words, planning for urban transformation aims to prepare a city to comply with globalisation in order to control the accelerated changes, like urban sprawl and demographic transformation, and to lead the city towards a better socioeconomic, physical and political position.

2-3-2- Link Between Food Planning and Urban Transformation

Urban transformation, solely, is a broad agenda and requires an approach to define planning strategy and policies. Regarding the result of argument in previous sections of the literature review, it was clarified that the notion of food is likely to be eligible for defining urban transformation strategies. The reason is that food is multi-functional and relates to the majority of spatial planning aspects. Therefore, Food-led transformation can be assumed as a postmodern approach in re-shaping the cities. Based on the reviewed literature, there is a gap regarding food-led urban transformation and provides novelty characteristic for this research. However, some scholars mention significant changes in urban food systems and the potential of food in changing the institutional arrangement and physical form of the city. According to Faus and Morgan (2015) food governance has the potential to be an inclusive and holistic approach to change institutional arrangements and physical shape of the city. Such “foodscape” enables to change the consumption behaviour, sustain food production and business, enhance the public health, preserve ecological cohesion and bring more democracy and justice into the governance system (Faus and Morgan, 2015: 1569). It is remarkable that changes in the food system affect many people directly by changing affordability, diet and accessibility, and there are many other consequences which need to be observed and controlled (Maxwell and Slater 2003, pp. 533-537). In other words, the food-led transformation is an ongoing and long procedure, specifically in social and behavioural arenas, and needs a permanent observation and sustained policy-making and implementation system.

A new food strategy requires new forms of institutional arrangement and creation of firms, organisations and corporations to link civil society, entrepreneurs and state actors and engage them in decision-making, as well as implementation and monitoring procedures. Example for such institutions are the U.S Food Policy Council, London Food Board, and Food Partnership in Brighton (Moragues and Morgan 2015, pp. 1558-1559).

2-4- Conclusion

The abstract outcome of the literature review is a food-led planning framework for the next chapters of this study (figure 2-1). Accordingly, the city plan uses food aspects including production, services (catering and outlets), consumption and post consumption, and food places in order to transform socioeconomic, governmental and physical features of the city and make it a better place to live and visit. Planning mechanism consists of multi-stakeholder engagement and it aims to achieve a better food governance, create places for growing, offering and consuming food, making new jobs and changing the food culture in the city.

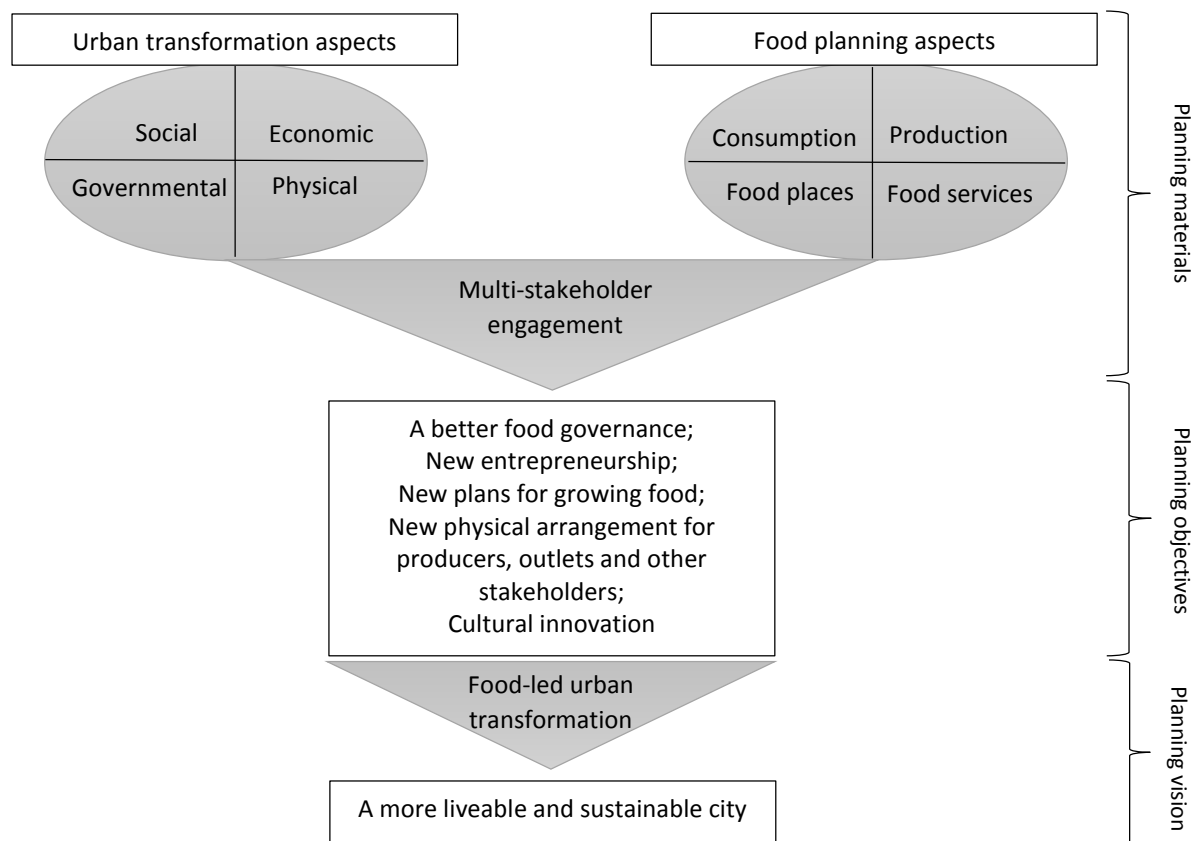


Figure 2-1, food-led planning framework to urban transformation (Author 2017)

Street food planning, with its potential to engage a wide range of stakeholders and implement food planning creatively, would be a great case to examine the food-led planning framework. The major feasible achievements of having a viable street food plan are illustrated in the following graph (figure 2-2). Accordingly, the outcome of implementing street food plan, in long term, would appear as city transformation and it would achieve:

- A change in taste and culture;
- Change in urban economy and livelihood;
- More integrated food system;
- More inclusive governance;
- Change in urban structure;
- A more sustainable and liveable city.

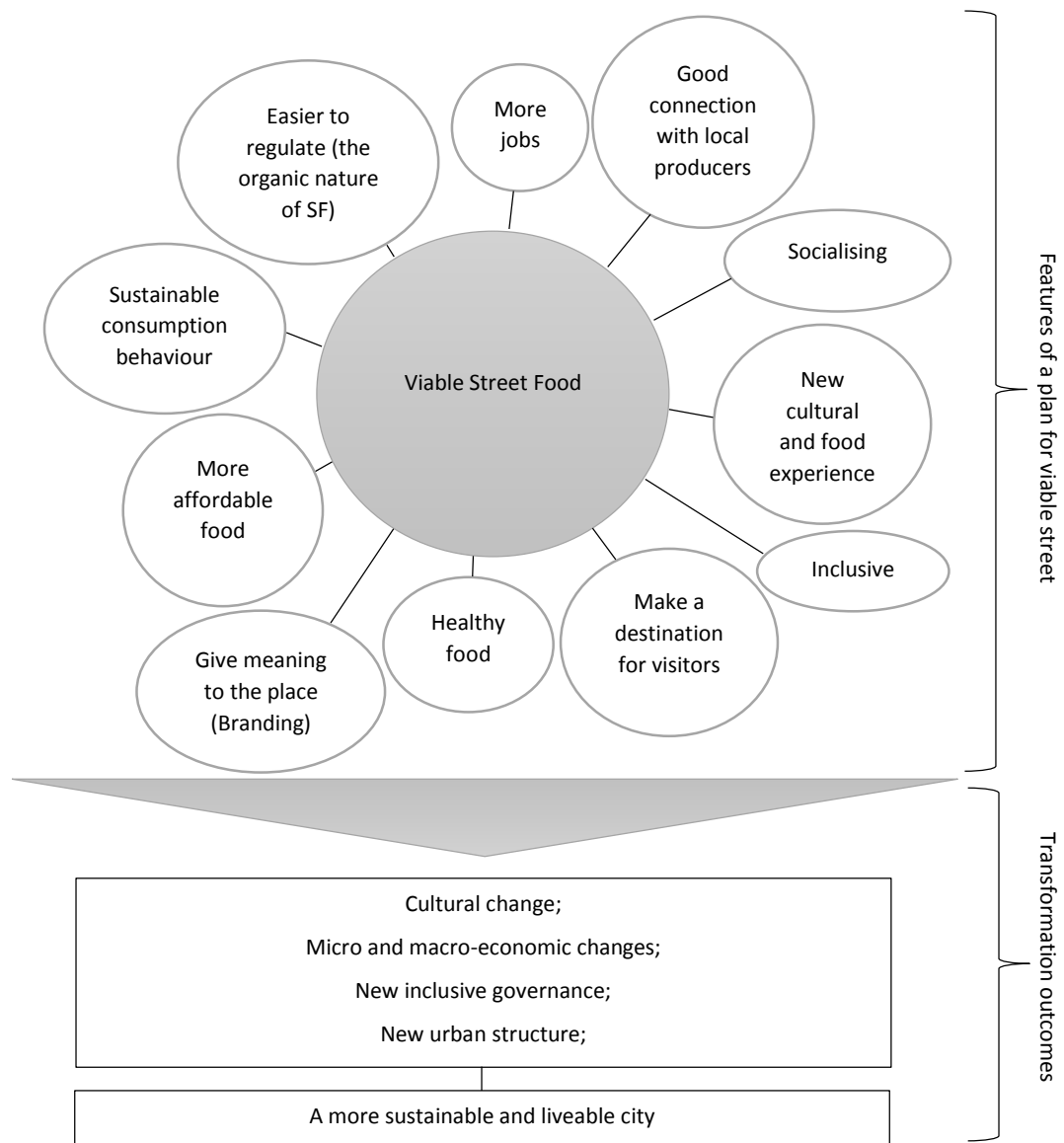


Figure 2-2, urban transformation via planning for a viable street food (Author 2017)

3- Research Strategy, Design and Methods

3-1- Introduction

The aim to conduct this chapter is to outline the research strategy, design and methods which carry out this research to find the answer for following questions;

- 5- What is the link between food planning and urban transformation?
- 6- What are the conditions, potentials, key actors and barriers on the way of Cardiff food-led transformation?
- 7- How can street food regulations in Cardiff help city transformation?
- 8- What does Cardiff Food-led transformation look like?

In order to answer each question, a method or combination of methods are chosen and explained in this chapter. This chapter consists of seven major parts including the introduction and research design (3-1 & 3-2), which introduces the research philosophy, strategy, the case study and sampling; justification of utilising qualitative research methods for this research (3-3); introducing the research methods (3-4) and data analysis procedure (3-5); and finally discussing the ethical considerations (3-6), reliability and validity of conducting this research (3-7).

3-2- Research Design

3-2-1- Research Philosophy

Research methodologies are a set of means to formulate “ontological and epistemological principles into guidelines that show how research is to be conducted” (Sarantakos 2005, p.43). A combination of interpretive sentences and critical review on existing literature and data, forms the epistemological aspect of this social study. The concept of *food* is used as a main code to unfold the potentials to change the city and identify the key actors and factors which are involved in this change. Being a tangible issue in social context, food system is accepted to be either a real phenomena out there- realism, or based on the social relations- constructionism. Each presumption clarifies the methods and approaches to conduct the study. Quantitative methods are suitable for realism cases which aim to measure the food aspects in real world and generalise the findings, and qualitative methods support the constructionism approach in order to discover hidden aspects of a phenomena and its position in social relations. According to Bryman (2016) and Hennink et al. (2011), qualitative research method is one of the best ways to study social aspects of a topic like food, as it endeavours to “understand behaviour, beliefs, opinions, and emotions from the perspective of study participants themselves” (Hennink et al. 2011, p.10).

The notion of food system and its aspects, per se, are not the core phenomena to study in this research. Aside from that, this research aims at studying various aspects of food planning and finding food potentials to change the chosen case study. Related theories and concepts, derived from the scholarly review, form a conceptual framework based on the deductive method. Bryman (2016) argues that in social research it is challenging to use grand theories because they are less likely to reflect the social reality. Therefore he suggests to use abstract concepts and background literature to create the conceptual framework (Bryman 2016, pp.18-20). The conceptual framework of this study includes different aspects of food, food planning and policy, street food as an empirical case, and urban transformation. The outcome of synthesis between these concepts is a strategic framework for food-led urban transformation, focusing on street food.

Bryman (2015) argues that when “the subject matter of the social sciences- people and their institutions- is fundamentally different from that of the natural sciences”, it requires an interpretivism

approach in the research. The notion of food in social science is different from its meaning as an object in natural sciences because the institutional arrangement and individual behaviour around food result in various types of social relations which are not fixed in different contexts and it requires to be interpreted in each case (in a specific time, place and community). However, there are some basic characteristics for food systems, like different aspects of the system from production to consumption, and various types of institutional arrangement around food which can be identified within any food system. These general characteristics, which are derived from literature review, form the conceptual framework in this study based on a deductive approach. The result helps the author to observe the specific arrangement of institutions and social relations around food in the case study through an inductive approach.

The research ontological approach includes two aspects: first, a deductive procedure to conduct the literature review and an inductive way to collect primary data based on the case study. The illustrated approaches in figure 3-1 are retrieved from Bryman's definition of deductive and inductive data collection methods (Bryman 2016, pp.21-23). Literature review is a way to collect scholarly data to examine the correctness of the research hypothesis. Here, the hypothesis is based on the relation between existing concepts, including food planning and urban transformation. In other words, the first stage of this study aims to answer this question that whether food planning can help urban transformation or not. The result of the first stage clarifies the feasibility of conducting a case study-based research on the relation between food planning and urban transformation. Also the first stage results in a conceptual framework for a thematic analysis of collected data in the second stage. The second stage has an inductive approach to conduct an analysis based on the qualitative data collection. The nature of qualitative approach in research requires a reciprocating relation between literature review and data collection methods. This means that the relations between research questions, literature review and research methods are not hierarchical and these stages help to revise and complete each other during the research conduction.

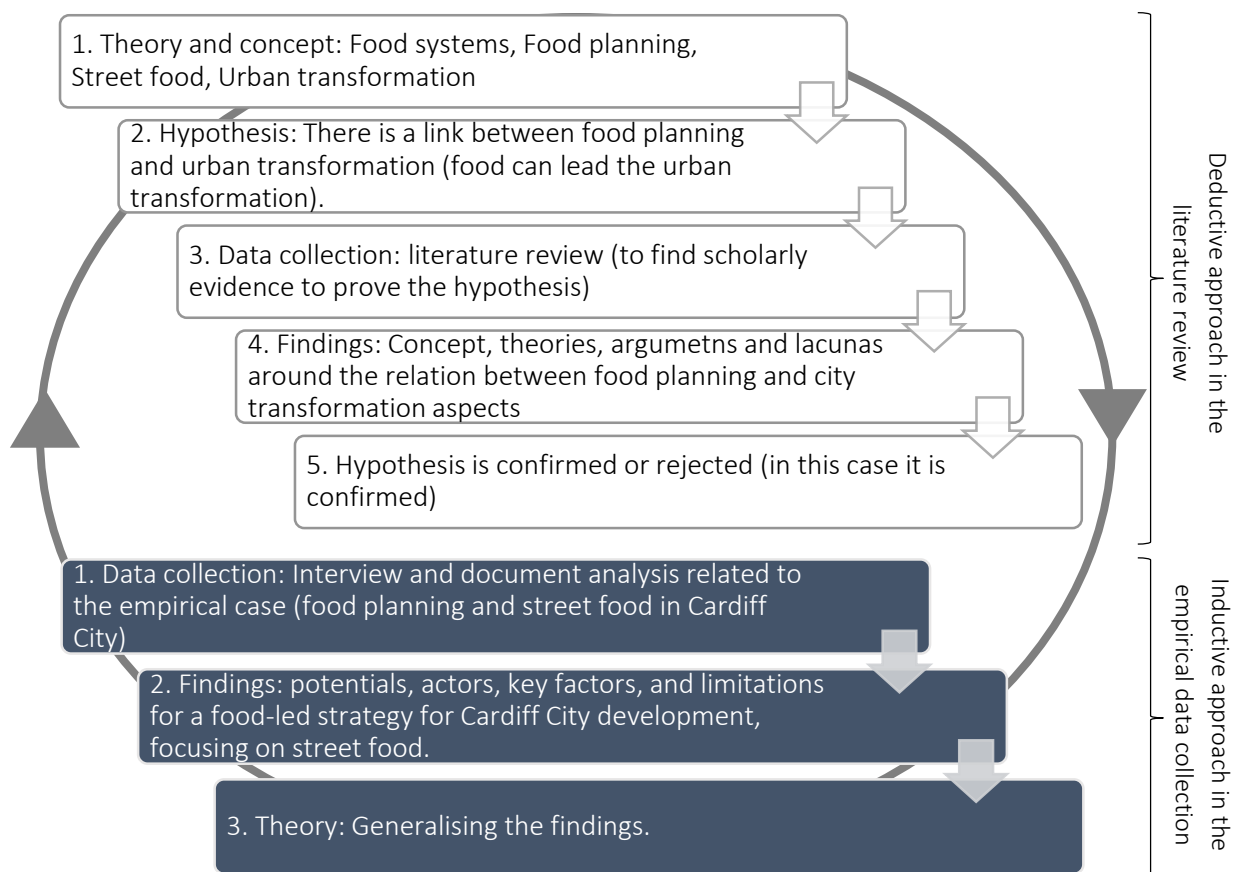


Figure 3-1, deductive and inductive approaches in the research data collection (Author 2017, adopted from Bryman 2016, pp. 21-23)

3-2-2- Research Strategy

Food, as a social reality, is changing constantly and it depends on each person's perception. The research strategy follows the major aim of conducting this research which is to identify a new strategy for urban transformation based on food planning. The research has a level of novelty in two aspects, including theoretical area and the case study. In the theoretical aspect, a gap was identified related to the interconnection between food and urban development and also the role of street food in planning and city transformation. Regarding the novelty of the case study, Cardiff City in the UK is selected to conduct an in-depth research on food-led urban transformation and identify the relation between the institutional context and food planning strategies. Therefore, by conducting an empirical qualitative research it is possible to explore the main transformation factors, the casual chains between drivers of the transformation, interrelations, potentials to change the city systems and barriers on the way of transforming the city by a food-led strategy. The outcome of this qualitative research would benefit from a more realistic and feasible approach.

3-2-3- Case Study

In Merriam-Webster Dictionary, case study is defined as "an intensive analysis of an individual unit (as a person or community) stressing developmental factors in relation to environment". There are several reasons why this research has a single case study approach. Case studies are useful to realise details about complicated situations (such as urban institutional arrangement) and interconnected sectors of a phenomena (such as food systems, street food and such) (Moore 2000, p.134). This approach supports the inductive methodology and enables the researcher to study one

aspect of the issue in depth. Moreover, it is more possible to generalise the research findings to other cases in real world (ibid, p.34). The results of study would be generalizable to specific extents, as a theoretical or real-world case has its own characteristics. The capital of Wales, Cardiff is chosen for different reasons. First, the author's experience of living and studying in Cardiff, observing food activities (gardening, services and culture) and also realising the new institutional activities for food planning in Cardiff provided enough enthusiasm to choose this city. Also based on the primary observation and literature review, Cardiff seems to be progressive in healthy and good food agendas for the present community and future generations. However, still there is no comprehensive strategy and plan for food in Cardiff Council. Therefore, the selected case has the potential to be a novel experience in food governance. The specific demographic, institutional and physical characteristics of Cardiff enable the researcher to generate primary data based on people's ideas and experiences. Food systems encompass three main aspects, including urban production, services and consumption and the food strategy aims at arranging those aspects by providing a new physical, cultural and institutional form around it. The notion of street food is selected as an empirical case study for a number of reasons. First, street events, whether they are regular or casual, potentially are arenas for engaging the society, market and state sectors (the institution). Also, streets can provide an opportunity for linking different aspects of food system and, for example, provide public places for growing food, selling the farmers' products, arranging outlets to serve different types of food, and offering an eating culture to the customer. Moreover, streets alongside the other open spaces form the structure of a city and provide access and mobility. Various types of street with their specific functions and characteristics require different arrangements and it is not logical to provide a general street food policy package for Cardiff city. Therefore, two pilot projects within Cardiff City are selected to provide detailed regulations related to street food. The result would be generalised in terms of developing new urban planning agenda and strategies for similar middle-size cities, specifically in Western countries. Also it is possible to generalise the results related to street food planning as a new empirical experience in food notions. Overall, the novelty of this research provides a logical basis for selecting a case study method.

3-2-4- Sampling

Sampling is a way to select a part of targeted groups and documents to be able to make an accurate judgement about them and draw out required data (Walliman 2006, pp.109-110). Sampling for this research consists of two parts: selecting document and identifying eligible interviewees. Regarding the research aim, the sampling needs to conclude the study with a selection of documents and people which help preparing the food strategie. Bryman (2016) argues that there are different approaches to an appropriate sample size for interview method. Some studies may focus on 5 people and some others may interview more than 350 people but the most important criteria in sampling is "saturation", which means to select a sample size that meets the minimum sample size and can answer the research questions accurately (Bryman 2016, pp. 416-418). The interview target group consists of knowledgeable and expert people in food-related activities, including urban regulation, business, research and societal jobs, in Cardiff City. The 'expert' criteria in this sampling refers to stakeholders who are active in one or more aspect of food activities in their sector and are potentially capable of answering the interview questions, or/and provide useful ideas and information related to this study. According to the conceptual framework, targeted groups are categorised to three institutional sectors including the state (related Cardiff Council members), market (progressive market and outlet owners and caterers who preferably offer healthy and environmental food) and civil society (food and planning researchers, key members of food-related institutions). There might be a large number of people in Cardiff who have concerns about providing, offering and consuming good food but the number of active and known experts is not vast. Although this fact demonstrates a limitation

for this research, it also refers to the novelty of the study. The main criteria to determine the number of interviewees is the maximum possible stakeholders from the state sector because it seems that this sector has the least number of potential interviewees. 6 key stakeholders were identified from Cardiff state sector and following this number, 6 people from the market and 6 people from the civil society targets were selected. Apart from the state sampling, which includes all the eligible people, the sampling method for other sectors is snowballing. The “snowball sampling” (Walliman 2006, p.115) is a method in which the previous interviewees introduce the next potential people for the interview. This method was selected because some food-activists in Cardiff are likely to be more knowledgeable than the author about what is happening to food within the city and who is operating and leading it. Accordingly, 11 out of 18 targeted stakeholders attended the interviews (Table 3-1).

Table 3-1, interviewees profile (Author 2017)

Interviewee	Sector	Position	More details (optional)
A	Civil Society	Principal Health Promotion Specialist, Public Health Wales, Cardiff & Vale Public Health Team	This person is knowledgeable in health and nutrition areas.
B		A key member in the management team of School of Geography and Planning; Professor of Human Geography- Cardiff University	This person is knowledgeable in sustainable planning and urban gardening.
C		Professor of Practice in Connectivity- Cardiff University	Food is this interviewee’s personal interest area and this person is knowledgeable in urban infrastructure and connectivity.
D		A key member of Sustainable Food Cities, Public Health Wales, Cardiff & Vale Public Health Team	This person is expert in health and nutrition, food-related non-governmental organisation, and policy making
E	Market	Operator in a farmers’ market in Cardiff	This person manages the farmers’ market regular activities and also operates street food events.
F		Head Chef and manager of an Indian Restaurant	This person’s business has been recently selected as restaurant of the year. He also is active in street food events.
G		The head of commercial services of Cardiff University	Although this person is new to Cardiff, he can be a key stakeholder in Cathays street food project.
H	State	A key member of Sustainable Development Group- Cardiff Council	This interviewee is knowledgeable in policy making and food governance areas.
I		A key member of City Operations Department- Cardiff Council	This person is influential on in Cardiff policies and plans.
J		A key member of the City Centre Management Team- Cardiff Council	City Centre is a challenging part of the city to change, attracts a great footfall and links different sites and institutions together.

Interviewee	Sector	Position	More details (optional)
K		A key member of Economic Development Department- Cardiff Council	The Department of Economic Development plays an important role in new projects and regulations within Cardiff Council authority.

According to the author's preliminary conversation with a number of planners in Cardiff Council, it was clarified that, up until now, there has not been any food plan and comprehensive street food strategy for Cardiff. Therefore, some relevant documents were selected among the official state documents to analyse the present condition of food regulations and identify the lacunas, key factors and actors on the way of food planning for Cardiff. Planning system in the UK, in general, consists of different levels, including national, sub-national, local and neighbourhood plans and also different ad-hoc and infrastructural policies (CPRE 2017). Such categorisation provides a wide range of documents for this study. The selected documents (table 3-2) cover different regulatory forms related to health, city development and nutrition in Welsh and Cardiff City levels, which are provided in the recent decade (2010-2020) and are likely to affect the future food strategies. This selection is based on a primary literature review to find the necessary document areas and a list provided by the head of Sustainable Food Cardiff organisation, who is active in food policy area. Also, a number of the state and civil society stakeholders introduced some key documents during the interviews. It is not necessary to collect specific international documents for this study because, firstly, Welsh documents follow the general UK and European food regulations and, secondly, each city has its own food issues and characteristics and needs to be studied by the documents which are more relevant to those characteristics and issues. Four documents are selected in the national level, including: *"Food for Wales from Wales"* and *"Healthy Eating in Schools"*, which are the most relevant documents to food; *"Wellbeing of Future Generation Act"*, which is a strategy for development of Wales and provides a consistent approach for local policies; and *"Tackling Poverty Action Plan"*, which discusses an existing critical issue and relates to food. Five documents are selected in Cardiff level, among which *"Cardiff Liveable City"* and *"Local Development Plan"* are the major strategic development documents that have influence on the food planning approach and *"Cardiff Food and Health Strategy"*, *"Public Health Retail Criteria"*, and *"Premises for Eating, Drinking and Entertainment in Cardiff City Centre"* provide the existing strategies and policies related to food in Cardiff.

Table 3-2, introduction of the selected documents (Author 2017)

	Name of the document	Level
1	Food for Wales food from Wales	National
2	Wellbeing of Future Generations Act (WFGA)	National
3	Tackling Poverty Action Plan	National
4	Healthy Eating in Schools	National
5	Cardiff Liveable City	Local
6	Cardiff Food and Health Strategy	Local
7	Cardiff Local Development Plan (Deposit Plan)	Local
8	Public Health Retail Criteria	Local
9	Premises for Eating, Drinking and Entertainment in Cardiff City Centre	Local

3-3- Qualitative research

Qualitative research methods concentrate on the "naturally occurring and ordinary events in natural settings" (Miles et al. 2013, p.11) and are ideal for real-life projects and studies. Bryman (2016, p.375) remarks that these methods suit inductive and interpretivism approaches to relate conceptual

framework to the research and realise interactions between institutions and individuals. Qualitative data collection analysis, in general, consists of a number of stages (Bryman 2016; Miles et al. 2013; Denzin and Lincoln 2011) including: clarifying the best way to answer the research questions, selection of target group and location, data collection and preparation, coding and categorising based on themes, sorting data, discovering the new patterns of data collection (to fill in the literature lacuna), considering conceptual framework in interpreting data and generalising the results of analysis. According to Miles et al. (2013), a highly important aspect of qualitative research is to avoid getting trapped into the long procedure of data collection because it makes the researcher retire from working enough on data analysis and find precise answer for research questions. Among different qualitative methods, interview and document analysis are selected, which are likely to be the most suitable methods to answer the questions of this research.

3-4- Methods

Research questions enables the researcher to have an “explicit statement” of research aims (Bryman 2016, p.7) and specifies methods to reach those objectives. Regarding that, the following table (3-3) shows a link between research questions and different sections of this research, including literature review, methodology, the findings and the conclusion.

Table 3-3, linkage between the research questions, literature review and methods (Author 2017)

	Questions	Sub-questions	Epistemology/ ontology	Methodology	Methods
1	What is the link between food planning and urban transformation?	What are the food aspects?	Critical realism/ Deductive, constructionism	Scholarly evidence, empirical case (street food)	Literature review
		What are food planning aspects?			Literature review
		What is street food planning?			Literature review
		What is urban transformation?			Literature review
		What is the link between food planning and urban transformation?			Literature review
2	What are the conditions, potentials, key actors and barriers on the way of Cardiff food-led transformation?	What is the role of food to have the healthy and liveable Cardiff?	Interpretivism/ Inductive, social realism, constructionism	Case study	Semi-structured interview
		What is the present condition of food activities in Cardiff?			Semi-structured interview
		What potentials exist to improve food activities in three aspects including production, services, and consumption/post-consumption?			Semi-structured interview
		Who is involved in Cardiff food plan? How?			Semi-structured interview
		What are the limitations of Cardiff food plan?			Semi-structured interview

	Questions	Sub-questions	Epistemology/ ontology	Methodology	Methods
		What are the present food policies for Cardiff City?			Policy documentation
3	How can street food regulations in Cardiff help city transformation?	What are the conditions to have a viable street food in Cardiff?	Interpretivism/ Inductive, social realism, constructionism	Case study	Semi-structured interview
		Who is involved in Cardiff street food plan?			Semi-structured interview
		What are the barriers on the way of street food planning in Cardiff?			Semi-structured interview
		What are the present street food policies for Cardiff City?			Policy documentation
4	What does Cardiff Food-led transformation look like?	What food strategies does Cardiff need?	Interpretivism/ Inductive, social realism, constructionism	Case study	Synthesis of the interviews finding, document analysis results and the conceptual framework
		What is a good decision for the street food pilot projects?			

3-4-1- Interview Method

Interview is a way to collect the data which cannot be found in the literature and other documents. A semi-structured interview includes “standardised and open questions” and “structured and un-structured sections” (Walliman 2016, p. 127) which can be done face-to-face or over telephone. The important advantage of this research method is that semi-structured interviews are flexible in certain degrees (Bryman 2016, p. 470) and, in general, can “gain information and understanding of social phenomena and attitude” (Walliman 2016, p. 164). However, interviews can be easily deviated to collect irrelevant data. Also, the timing and accuracy is important in interviewing and it must not make the participant tired, distracted or misguided. Therefore, there has to be a “standardised test” (ibid, p. 133) to examine the interview questions. The two first interviews are conducted as a piloting work to standardise and examine the questions. The result is acceptable and demonstrates that the number of questions, their coherency and the timing are acceptable. Two state stakeholders (J and K in table 3-1), which their opinions are required to have a comprehensive data collection, were extremely busy to attend a face-to-face or phone-call interview because of the election upheavals. Therefore, the interview questions have been sent to them and their answers were collected via e-mail. As the interview generally aims to discover the level and boundaries of participant’s information about food, there is no problem if they would not be able to answer a part of questions. Also, some interviewees have less information about some aspects of food planning or Cardiff City but their ideas in other aspects are valuable and it is worth to interview them.

The interview questions (appendix 1) consist of two levels: the general questions about Cardiff food strategy, and specific questions about street food. The aim is to get ideas from experts in 3

sectors of the state, market and civil society to identify the conditions, potentials, key actors and barriers on the way of Cardiff food-led transformation.

3-4-2- Document Analysis Method

Document analysis or “ethnographic content analysis” (Bielski et al. 2009, p.127) is a common qualitative method in social research. Silverman (2016, p. 95) suggests for an analytic approach, according to which a number of relevant documents are selected as data sources to analyse their content based on specific themes or realise their function in the research area. The document analysis is a complementary data collection in this research and it aims to realise what official state decisions have been made in food areas in Cardiff and Welsh scales. Accordingly, each document is a source to find relevant regulations to food planning and analyse the function of the regulation in developing a new food strategy.

3-5- Data Analysis

According to Walliman (2016) there are three major stages to analyse the collected qualitative data, including: reduction of data, illustration (categorisation) of data, and conclusion. Although an interviewer tries to keep the interview on a constant and relevant line, it is always likely to have vague and irrelevant answers. In order to analyse the useful data it is necessary to remove the irrelevant sentences. Data collection, based on interview, is a sensitive work and it is better to be done after transcription of interviews in confidence. The approach of transcription in this study is to reflect all the content of the recorded interviews as clearly as possible. However, unnecessary repeated words and unclear sentences are removed accurately in two stages: meanwhile the transcription and categorisation. All the recorded interviews are attached to this dissertation (in separated files) to improve the validity of data. Categorisation or coding stage consists of dividing and regulating the useful data into different themes and patterns based on their relevance to the questions. After the coding, it is possible to synthesise the answers, compare them to other answers and the conceptual framework, combine the findings with the results of document analysis and provide answers for the research questions.

As it was mentioned above, thematic analysis is the basic approach in qualitative data analysis and it is a way to organise the data in a logical and applicable way (Braun and Clarke 2006, pp.77-80). There are different ways to identify the themes, including research questions, conceptual framework and the content of collected data. The themes vary in different analysis method, basically, all the themes comply with the research questions. Both interview and document analysis methods aim to find answers for second and third research questions (look at table 3-3). In the interview data analysis, the main focus is on the themes arisen from the research questions. Categories (appendix 2) consist of two levels, including: the main themes and codes, which are derived from the interview questions; and the following sub-themes, which are discovered through analysing the answers. Accordingly, the main themes form the outline of the thematic tables and the sub-themes provide the content of the tables.

According to the table 3-4, the selected documents are analysed based on their content and function. This means that the content of each document is checked to find the direct or indirect food-related strategies, approaches and policies and summarise them in the first column- *content analysis*. After that, the planning aspects (production/ services/consumption) of each content and the main themes of the regulation are drawn out of the content. At the last step of categorisation, the influence of each document on this study is discussed- *function analysis*.

Table 3-4, an example for thematic categorisation of policy documents (Author 2017)

Document	Food-related strategy or regulation	Food planning aspects	The main themes	Relevance of the document to this study
A	-	-	-	-
B	-	-	-	-
...	-	-	-	-

After the interview and document categorisation, the main themes and answers form a framework to answer research questions and provide recommendations for the Cardiff food-led strategy.

3-6- Ethical Considerations

There are ethical considerations which this research tries to comply with them at all study stages. Vemra (2009) states that “ethical challenges in interdisciplinary research have to do with the management of human failings” (Verma 2009, p. 41), which means that a researcher has to keep working honestly and with no siding in data collection and analysis. “Methodological difficulties” (Brinkman 2009, p.100) are of common reasons to make the planning researchers neglect their agenda to fulfil the research gap and go for an easier way to finish their project. Accordingly, this study justifies the reasons for utilising qualitative data collection as the most relevant and possible research method, not the easiest ones. In qualitative data collection it is necessary to reach a clear agreement with interviewees about the aim and method of the research and the way that data will be interpreted. If they have any difficulty around the meaning of each question, the researcher has to be ready to define and translate the answer in an appropriate and understandable language. These facts aim to comply with “participant’s rights” (Miles et al. 2013, pp.56-58).

3-7- Reliability and Validity

This research aims to comply with two criteria including reliability and validity. Reliability relates to possibility of repeating the methods in other studies elsewhere and in other times. Validity concerns the possibility of generalising results of the study, independency of variables, and avoidance of intentional neglect in any part of research (Bryman 2016, pp.41-42). This study uses standard qualitative research methods, which are repeatable for further studies on other similar cases. Regarding the comprehensive approach of this study, all the food planning aspects, urban transformation aspects and various types of stakeholders are involved in different stages, from literature review to the data collection and conclusion. One important factor to provide reliability and validity for the research is to engage the right stakeholders to the interviews. It requires to be knowledgeable about each interviewee’s background, select among the most relevant people and create a balance between the numbers of selected audience from different expertise. Also, there might be some interviewees who does not have answer for a part of question. De Vaus (2002) argues that their non-substantive or neutral response should not be neglected and “has to be treated as a middle position”. Also, he suggests that the missing data is a part of the data analysis, in terms of a knowledge gap within the stakeholders (De Vaus 2002, pp.73-74). For instance, if an interviewee is selected based on his/her significant position in a food-related or city management institution and they cannot answer the standardised questions, a knowledge gap would be identified.

4- Findings and Analysis

4-1- Introduction

The answer to the research questions is usually discussed in the last chapter, however, the structure of the present chapter is based on arranging the data analysis around a number of the research questions. All the main research questions are presented in the following bullet points:

- What is the link between food planning and urban transformation?
- What are the conditions, potentials, key actors and barriers on the way of Cardiff food-led transformation?
- How can street food regulations in Cardiff help city transformation?
- What does Cardiff Food-led transformation look like?

As it was argued in the methodology chapter, the answer to the first research question is based on arguments in the literature review. The present chapter mainly focuses on answering the second and third research questions and the next chapter summarises the study and provides answers for the last question. The first section (4-2) identifies the components of food-led urban transformation in several stages, based on the research questions. At the first stage, it is necessary to focus on the criteria which defines the main socioeconomic role of food in urban planning. Here, based on the literature review and the primary policy document analysis, health and liveability are selected as two main criteria by which Cardiff City can transform to a better place for living and visiting. The second stage aims to identify the present condition of activities, regulations and institutional arrangements around food in Cardiff and potentials to improve the conditions. As it was mentioned in the literature review, one of the key challenges in food regulation is to clarify the key stakeholders and the responsible regulatory bodies. Therefore, at the next stage, it is necessary to clarify the individuals and organisations which need to get involved in food-related decisions in Cardiff. As a novel practice, the new food strategy faces several limitations, which are identified at the last stage (the end of this chapter). The second section (4-3) aims to provide answers for the third question, according to which it identifies the conditions, the main actors and barriers for having a viable street food and defining a strategy for Cardiff street food. Finally, the study narrows down to two specific street food projects in Cardiff to examine the feasibility of applying SF strategy in Cardiff. The combination of all these stages results in a realistic approach to provide recommendations for food-led urban transformation in the next chapter.

4-2- Cardiff Food Strategy

4-2-1- Role of Food in Healthy and Liveable Cardiff

According to the interview results, all the participants revealed their agreement on the significant role of food in a more healthy and liveable city. They have defined the food-related healthy city as a place where the right food and beverage are accessible for communities and individuals to tackle poor diet and food-related disease and enhance physical and mental health. Such city relates to a more general phenomenon, named liveable city. The participants remark that food is a crucial component of living well and it links to other important planning aspects, such as mobility, health, vibrancy, social regeneration, and overall, improving the quality of life. These answers provide a basis for continuing the conversation to collect a more detailed data about different aspects, actors, potentials and barriers on the way of providing a food plan for transforming Cardiff to a healthy and liveable place.

Among the reviewed documents, the “*Cardiff Liveable City*” (Cardiff Council 2017) and “*Cardiff Food and Health Strategy*” (Cardiff Health Alliance 2006) are the most relevant regulations, which aim

at health and liveability criteria. The key strategic themes of CLC are: “A great place to live, work and play; a thriving and prosperous economy; safety; health; a clean, attractive and sustainable environment; and a fair, just and inclusive society” (ibid, p.5). “*Cardiff Food and Health Strategy*” (Cardiff Health Alliance 2006) is a highly relevant document to this study and provides the basis for health-related strategies through regulations for public sector, large public events, education, nutrition of people in different walks of life, and economic development of food systems (industry) in local scale. The mid-term and long-term strategies in this document mostly relate to food service and consumption and, in some cases, food production.

According to the scholarly review, liveability and health are two inseparable components of a fair, progressive, healthy, inclusive, just and secured city. These definitions are highly close to the participants’ viewpoints and decline that food arrangement is actually crucial to have a healthy and liveable city.

4-2-2- The Present Condition of Food Activities

The second interview question provides an overview of present formal and informal activities related to food in Cardiff. The answers are analysed based on three aspects of food activities (production, services and consumption) and viewpoints of the experts about the general condition of food in Cardiff.

In terms of food production, the main activities are categorised to training and applying home growing, allotments and community growing. However, the majority of food comes from outside of Cardiff (rural areas and around the world). One of the significant post-Brexit consequences is the changes in work force and regulatory framework, which causes food supply difficulties in the UK, as well as Cardiff. In order to tackle this problem, the farming lobby at the moment is pushing for continuation of the micro-worker scheme to guarantee another good supply of cheap labour from outside of the UK. It is also remarked by 4 interviewees that another reasonable solution is to encourage more Welsh (local) production, inside and outside the city.

Food services in Cardiff are generally affected by globalisation according to which the supermarkets and fast-food outlets, cafés and food chains provide people *whatever they want, whenever they want*. In other words, a varied range of food are available in Cardiff and the unhealthy options are dominant. It seems that the further we go from the city centre, the less chains and multiples dominate the outlets and the healthier and local food options are available. Although it is not possible to prove this concept based on the interviews, it is logically acceptable to see more big-scale businesses in the highly profitable areas, such as city centre and Cardiff Bay, in comparison to suburban residential areas. The new café-led culture in Cardiff raises the attention of food operators, planners and visitors, as it is stated that: “Cardiff has got one of the highest number of independent cafés to population in Europe” (interviewee D) and “there are new forms of café in which the food waste is highly controlled” (interviewee B). Cardiff is gradually promoting local and healthy options in hospitals, schools, restaurants and canteens and few street food stalls. However, food service at work places and universities are still away from healthy and sustainable options and also street food control is limited to safety and hygiene standards. Farmers’ Market is the significant local food outlet, which cooperates with SFC and provides local products in three permanent locations in Cardiff and in occasional street food stalls.

In comparison to the other food aspects, the participants provided less viewpoint related to the condition of food consumption in Cardiff. However, the “big-chain mentality” (Interviewee E) and the culture of bad food is evident in a multitude of interviews. Healthy and sustainable food organisations

and operators in Cardiff are trying to improve the social responsibility by raising the awareness of healthier, vegetarian and more local options and also enhancing food security, focusing on children. The condition of food consumption, as well as other food aspects, is described as a progressive but not comprehensive and functional.

The present regulations related to Cardiff food system consist of few influential national documents and a number of local strategies and sectorial policies. It seems that document *“Food for wales food from wales”* (Welsh Government 2010) contains the most comprehensive food strategies, in terms of food aspects (production, services and consumption) and strategic themes, in comparison to the other reviewed documents. The *“Tackling Poverty Action Plan”* (Welsh Government 2013) briefly and generally mentions the actions to tackle food poverty in national level and provides suggestions, according to which it would be possible to promote food production, services and consumption. The strategies of this document emphasize food partnership and suggest a food poverty think tank. *“Healthy Eating in Maintained Schools”* (Welsh Government 2014) and *“Public Health Retail Criteria”* (Cushen 2014), which were mentioned before, are sectorial food-related regulations in national and local levels, respectively. *“Cardiff Food and Health Strategy”* (Cardiff Health Alliance 2006) is the only general regulation, related to food service and consumption, in local level.

Overall, the collected data illustrates a fragmented combination of non-governmental activities and sectorial and general food policies. The food condition in Cardiff can be described as mixed, improving, good, but chaotic, underperforming (in public strategy and healthy offers) and with many potentials, but not cohesive. There are numerous organisations, such as NHS, Cardiff University and SFC which support food activities and movements in Cardiff. However, the food partnership still lacks leadership and a formal and governmental support.

4-2-3- Potentials to Improve Cardiff Food System

Participants revealed ideas and suggestions to improve the present condition of food system in three aspects, including growing, services and consumption. According to the long waiting list of allotments and the remarkable participation in community growing across Cardiff, there is a high demand for spaces to grow food in Cardiff. The spaces could be provided within the existing community or new housing development and it requires a formal and cohesive regulation framework. Overall, it is ideal to consider the city as a “granite garden” and link the different scales of permanent and temporary growing activities on public and private lands. Such condition requires a comprehensive food strategy and volunteering strategy at the same time.

There are potentials to improve food services in cultural, economic and physical aspects. The recent Healthy Options Award, new food activities within Cardiff Council and existing NHS and SFC standards and regulations for healthy eating and catering illustrate the willingness of food actors and planners to promote healthy and sustainable food options in Cardiff. In terms of food culture, Cardiff benefits from a multi-national demography and variety of food outlets from around the world. The most well-known example for such potential is Cardiff City Road, which is introduced as “a multicultural melting pot of independent retailers” (BBC One 2016). Economically and physically, the participants claim that there are enough food outlets in Cardiff and also indoor and outdoor spaces within city centre and other popular areas in the city which can pioneer more local and healthy food services. Although the existence of food chains and fast-food outlets are inevitable in big cities, it is possible to control and promote the quality of their offers.

The participants argued that the consumption is the “trickiest” aspect of food planning and requires a rather longer time to make people change their bad food behaviours and fundamental

consumption culture. There are potentials to promote the present condition of food consumption in Cardiff by taking a number of actions, including: raising people's awareness about good food by advertising and training; supporting vulnerable people whose food choice is affected by post-Brexit financial pressure (austerity); working on the sense of food and raise its value in the present culture (embed the emotion towards good food in culture); increasing the healthy and environmental options in the market and food outlets and make the options as affordable as possible.

Existing regulatory frameworks have also potentials to improve the food system in Cardiff. Apart from the presented documents which explicitly contain food strategies, policies and standards, the "*Wellbeing of Future Generations Act (WFGA)*" (National Assembly for Wales 2015) and "*Cardiff Local Development Plan (Deposit Plan)*" (Cardiff Council 2013) are two key documents, which influence the food decisions, as well as other urban development aspects. WFGA is a highly important document in Welsh planning system and potentially covers all three aspects of food planning. The Deposit Plan contains strategies and policies for the future spatial development of Cardiff City and has a potential to engage with food strategy.

4-2-4- Multi-Stakeholder Engagement in Cardiff Food Strategy

According to the present condition of food activities in Cardiff and the interview answers, the involved stakeholders are categorised in three main institutional sectors, among which the state is supposed to be the key (and in some cases the only) actor in providing and implementing the food plan. They suggest the following actors for involvement.

- State: Welsh Government; Cardiff Council departments (specifically the City Operations, Sustainability Team, Planners, Case officers, City Centre Management, Business Improvement District and Economic Development); and other local authorities.
- Market: local food markets, catering people, event operator, food suppliers, food producers, street food traders, and other related businesses.
- Civil society: Cardiff University and other researchers, Public Health Wales (NHS), SFC, press and media.
- Some other individuals which relate to the public/private land ownership and other people who link individuals and institutions.

It is worth mentioning that the existing involvement of different organisations and individuals are quite fragmented and there are some sectors which have never had direct involvement in formal regulations.

4-2-5- Barriers on the Way of Cardiff Food Strategy

Participants revealed the difficulties, significantly related to their food/planning activity area and a number of them identified potentials and solutions to tackle the difficulties. The answers are categorised based on governmental, socioeconomic and physical aspects of food planning.

There are two controversial viewpoints about governmental issues around food. An interviewee from state sector revealed that "there is no real issue from a governmental viewpoint" (Interviewee J) and another participant from CS claimed that "definitely the biggest barrier will come from the public sector aspect" (interviewee D). However, other detailed comments illustrate that there is a level of governance barrier for the majority of other stakeholders. In governmental aspects, providing concentrated budget for affording planners' time and experience is one of the significant issues. Although the general austerity puts pressure on any project and plan, the financial problem of food plan rises from broader issues which are the absence of any former plan or institutional arrangement

around food at the local authority, and the fragmented regulatory system in a vast institution like Cardiff Council. In other words, there is no clear legal or financial support for a food-led strategy in Cardiff Council. The old management system is also not enough supportive for other non-commercial aspects of food, such as health and sustainability. Another barrier is that the way to provide food strategies is not as clear and simple as housing, commercial and transport planning and it requires multi-stakeholders to deal with different aspects of food. Such planning strategy does not exist in the present Council management system and all the arrangements around food are occasional and informal. The informality is a weak point for food planning because after each governmental re-arrangement it is possible to lose the “food champions” (interviewee H) within Cardiff Council who provide the informal support.

The significant socioeconomic barrier relates to people’s awareness of healthy and sustainable behaviour and access to good food. In other words, there is not enough advertisement and training around healthy and sustainable food, the unhealthy choices are dominant and there is a [social and financial] class dimension to bad diet. People have interest in maintaining the existing food culture and it is likely to be a result of their perception of food, regnant food market and outlets (big chains, fast food, cheap and unhealthy offers in outlets and supermarkets) and also their procurement power and affordability of good food. It is remarked that changing the food options and culture depends on the economic viability but the Brexit affects the food price inflation and makes the affordable healthy food provision more challenging. It seems that the highest pressure is on independent entrepreneurs who have to compete the big chains and entre the market.

Four participants revealed that Cardiff does not have significant physical limitations and it benefits from various open and green spaces and numerous food outlets. However, they remarked that the problems are accessing these places and utilising those spaces efficiently, not offering unhealthy and unsustainable food in them. For instance, indoor market at the city centre is a great place for offering good food but the present condition is not pleasant for attracting consumers, the major offer is not healthy and there is a competition between old businesses and new food outlets. As it was mentioned by several interviewees, one of the core physical and socioeconomic barriers is the possibility of intervention in the city centre. There are many restrictions and limitations for selling and consuming food in this area among which the “*Premises for Eating Drinking and Entertainment in Cardiff City Centre*” (Duckle 2000) provides an outline for the present restriction on food, drink and related leisure land-use.

The obligatory standards in “*Public Health Retail Criteria*” (Cushen 2014) have a general focus on food safety and nutrition. Although the food producers are the first people who deal with the safety and sustainability of the food, the production is not mentioned in this document and it only covers the food service and consumption aspects. The “*Healthy Eating in Maintained Schools*” (Welsh Government 2014) is an obligatory regulation which outlines standards for providing and serving healthy food in Welsh schools. The regulation covers a brief about food services and details about consumption (nutrition). It seems that main focus in this document is on *what* is served at schools, *not where and by whom* the food is produced. In general, the documents do not provide a comprehensive regulatory guideline for transforming the structure, culture and institutional relations of the city.

4-3- Cardiff Street Food Regulation

Apart from the scholarly evidence about SF arrangement, there is no official document in Cardiff Council or Welsh Governments revealing the conditions, actors, barriers and examples of SF planning in Cardiff. Therefore, the main data source for this section is the interview results.

4-3-1- Conditions for viable SF in Cardiff

According to the interviews, governance conditions to have viable SF consist of actions in specific regulatory areas. Strategies and policies are required for legal and physical infrastructures, facilities, quality control, procurement, sustainable behaviour and businesses. There is a need for the Council's willingness towards SF to convince different departments to work together and decrease the bureaucratic procedures for SF activities and support the operators. Socioeconomic and physical conditions for viable SF refers to the place, visitors, food and operators. The fundamental aspect is the location, infrastructures and facilities for the SF activities. Then, there need to be enough vibrancy and attractiveness to the food and the location to bring enough footfall to the area. This procedure is likely to make Cardiff SF a constant food destination and help branding the city.

4-3-2- Multi-stakeholder engagement in Cardiff SF regulation

This section consists of identifying the main actors and participants in SF regulation and implementation and also the priorities of the participants for SF. It is worth mentioning that the participants are considered as a number of the most important stakeholders in SF regulation in Cardiff and their ideas are likely to be reliable to generalise. The private or public land owners and all the people who are going to visit the SF places are potentially the stakeholders who need to engage in decision-making procedure in the future. The most important sector in SF partnership differs significantly by various levels of planning and implementation, introduced in the following order:

- In physical and economic developments: the councillors;
- In public health: the Health Board;
- In agreement around a policy: business people and SF operators;
- In strategic planning: the university, SFC and consultants;
- In implementation: the business community and the promoter of the event.

The interviewed stakeholders prefer to have a bottom-up SF strategy in which there is a partnership between the Council and other stakeholders in different scales, from start-ups and independent vendors to national and international SF operators. This strategy is different from regular economic development and links to broader areas, including: health, sustainability, tourism and justice. The Council is not leader of the SF activities but it legally and financially supports the organisations and individuals. Socioeconomic priorities relate to having enough footfall, different food offer, vibrant SF, viable economy, appropriate location and space, cultural change and engaged community. Different food offer refers to local, sustainable, healthy, fair, tasty and affordable food choices for various target groups. The majority of participants prefer to start SF development from the city centre, where there is a constant certain footfall and the political attention. After that, they suggest to run pilot projects and engage more stakeholders to discover new locations and extend SF activities to other places in the city.

4-3-3- Limitations of SF regulation

There is a basic barrier around SF governance, which is the anti-establishment nature of SF activities. However, this organic development requires certain levels of support, control and monitoring by the non-business sectors to have a vibrant and viable performance in big cities. In Cardiff, there is still no practice around formal SF regulation, apart from the food safety and hygiene standards. This limitation requires small scale pioneering SF projects and regulations, focusing on quality control, health and sustainability, as well as safety control. It seems that there is not a remarkable awareness about SF management among public bodies and it is still a new notion in policy and development areas. Therefore, it takes a great effort to attract enough financial and legal supports

to have a comprehensive SF strategy for Cardiff. The new informal concern around SF regulation in some Council departments is a good start for further formal actions. Another governance barrier relates to the land ownership and accessing the public land around popular areas within the city. These lands are highly expensive and not affluent and this problem affect the SF operation and the food price.

Socioeconomic limitations relate to the audience of SF, partnership and commercial aspects. The audience usually does not have a constant desire to eat SF and sometimes prefers indoor restaurants and cafés. It is also not affordable for the low-income groups to eat out (in any type of food outlet) and this fact affects the frequency of footfall. The present food options in Cardiff SF stalls, in terms of healthy and sustainable food, are highly limited and people also prefer/or afford to buy the regular fast-food and unhealthy options, specifically during big events. The problem with partnership is the inadequate number of good food vendors in street food events and their fragmented and random activities. Commercial limitations relate to the competition between SF operators (specifically independent individuals) and the other food outlets. This issue becomes severe when there is no clear legal or financial support for the vendors. Overall, the SF activities are low-secured jobs in comparison to owning restaurants, canteens and cafés and it leads to make the SF activity as a temporary stepping stone or a second random job for operators.

Physical difficulties for Cardiff SF are identifying appropriate spaces, right facilities, accessible locations and affordable lands or infrastructures, specifically in popular areas. The weather is also a limiting factor for SF activities. The participants remark that Cardiff City has quite a lot of good spaces for SF, including the parks, green spaces, streets and squares and other open spaces, and it is just necessary to identify the options which are suitable for pioneer SF projects and create a good partnership around it.

4-3-4- The Pilot Projects

City Road (figure 4-2): A number of stakeholders argued that City Road is physically rough, not a pleasant place to sit and eat outside, it is away from the city centre, there is a heavy traffic and there is no wide sidewalk or great open space to setup SF away from traffic. It is also impossible to block the whole road constantly during the week because it is an artery road for public and private transportation, there are so many objections on the local restaurants and the viability of those restaurants rely on passing people. On the other hand, City Road benefits from enough and constant footfall in different times of the day and week. It is also possible to have few car-free days for specific occasions during the year to have big festivals. Regarding the SF audience, heavy traffic in City Road and its walking distance from the city centre (figure 4-1) make it challenging to attract people from other parts or outside of the city. The quality of food in many City Road outlets is not high and it can relate to the purchasing power of the local customers, which usually results in offering cheap food with low quality. However, City Road SF can benefit from public and private support to implement a new procurement policy to offer healthy, sustainable and affordable food for the majority of visitors. SF can be a promotional tool for people, both customers and vendors, who cannot benefit from the City Road restaurants. City Road also needs to attract new audience and it is possible through different ways. The new student community developments around City Road are one of the greatest ways and also, it is possible to regenerate the environment of City Road to make it more attractive for different tastes. A unique regenerative potential is the multi-cultural context of the road. Improving public transportation around the area is another solution and can facilitate access to City Road. It seems that there is an ethnic tension between food outlets on City Road. The restaurant owners will also resist against involving new SF operators and vendors.

Cathays Park (figure 4-2): The participants described it as a more enjoyable place to eat out because of benefiting from great open spaces, beautiful architecture, and a light traffic. It is comparably closer to the city centre and various activities. However, the footfall in Cathays Park is not constant during the day and weekdays because CP is not a major bus route and the dominant land-uses are academic and employment. Therefore, correct timing for SF activity is crucial and it requires to predict demands on this site. One of the interviewees from CS sector provides a scenario for demands of students, university staffs and officers and argues that there is: “tremendous opportunity for arriving in the morning, grabbing a cup of coffee, having breakfast through to coming out, having a place to meet at lunch and shopping on the way home in the evening” (interviewee D). This scenario suggests an alternative for establishing daily coffee caterers, ready to eat and take away stalls and also small outdoor food markets.

It seems that both projects are great additions to Cardiff’s food offer but they are two extreme and challenging examples. Considering the challenges, the projects are likely to be centrally controlled and there is a threat of overlooking and overruling for SF. According to the organic nature of the SF operations, participants suggest that the Council only facilitates SF activities by legal and financial support, not direct intervention. More comprehensive recommendation around food-led urban transformation, focusing on street food, are provided in the last chapter.

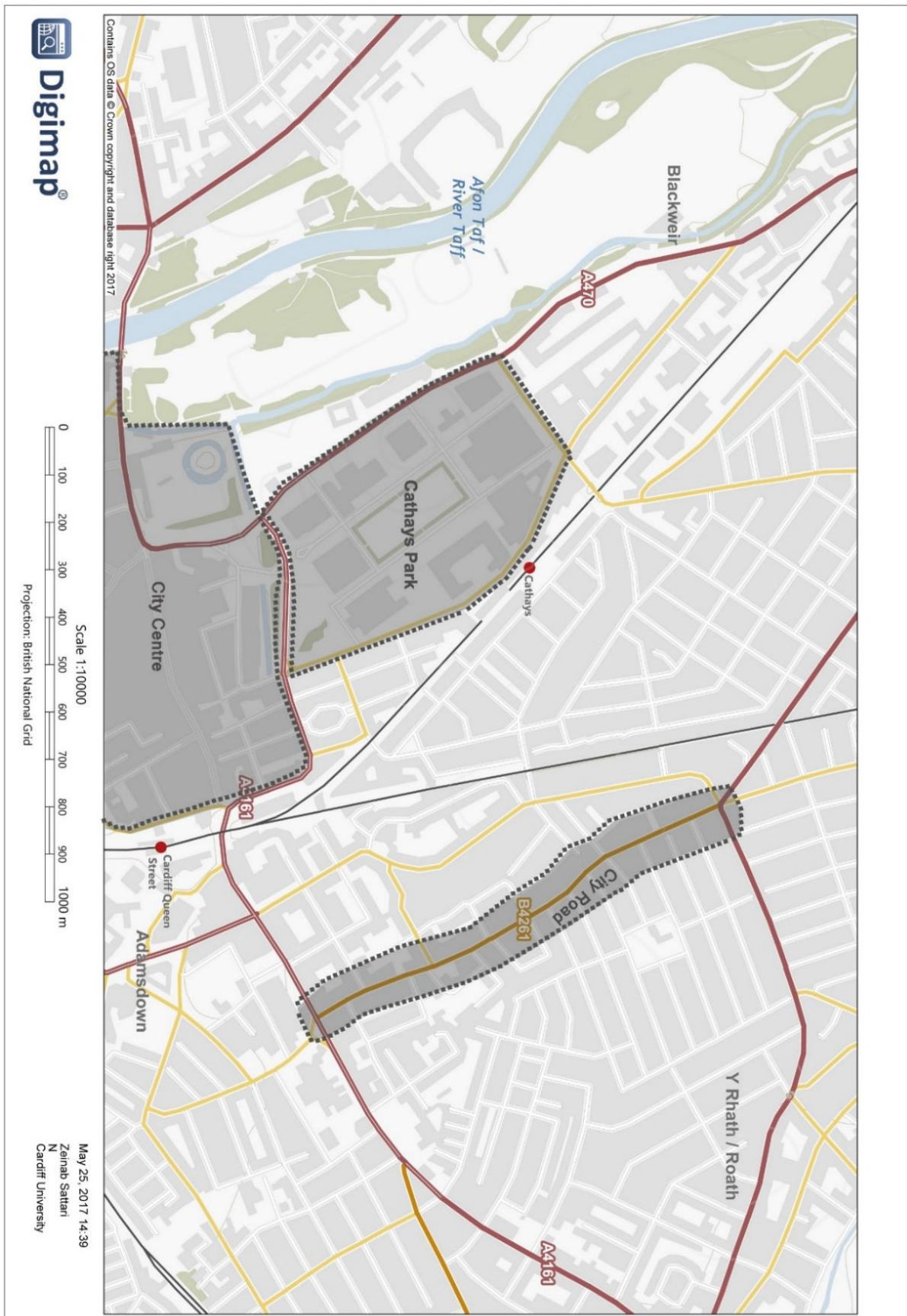


Figure 4-1, location of Cathays Park and City Road in central part of Cardiff
(Author 2017, retrieved from Digimap 2017)

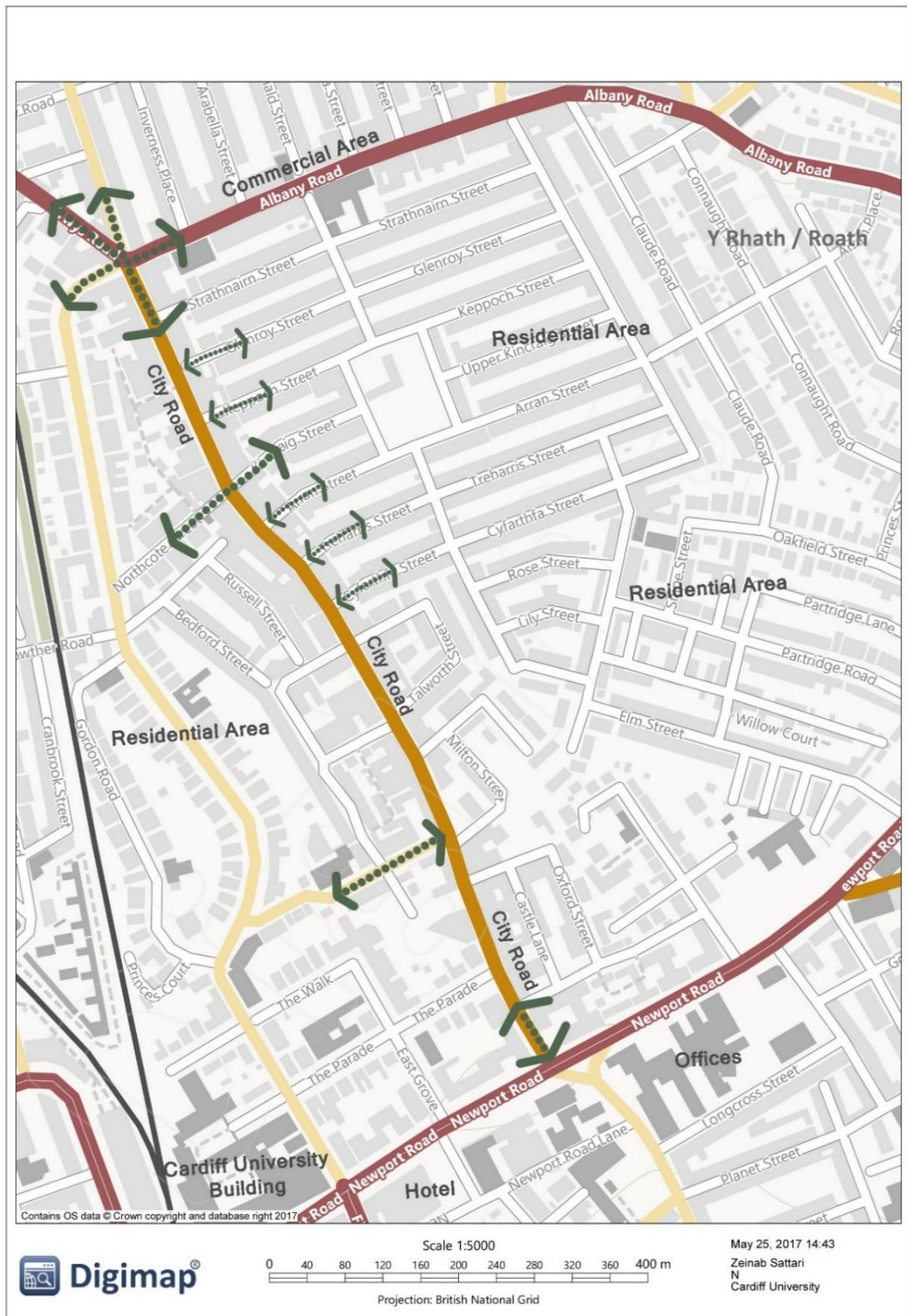


Figure 4-2, main land-use and access related to Cardiff City Road
(Author 2017, retrieved from Digimap 2017)

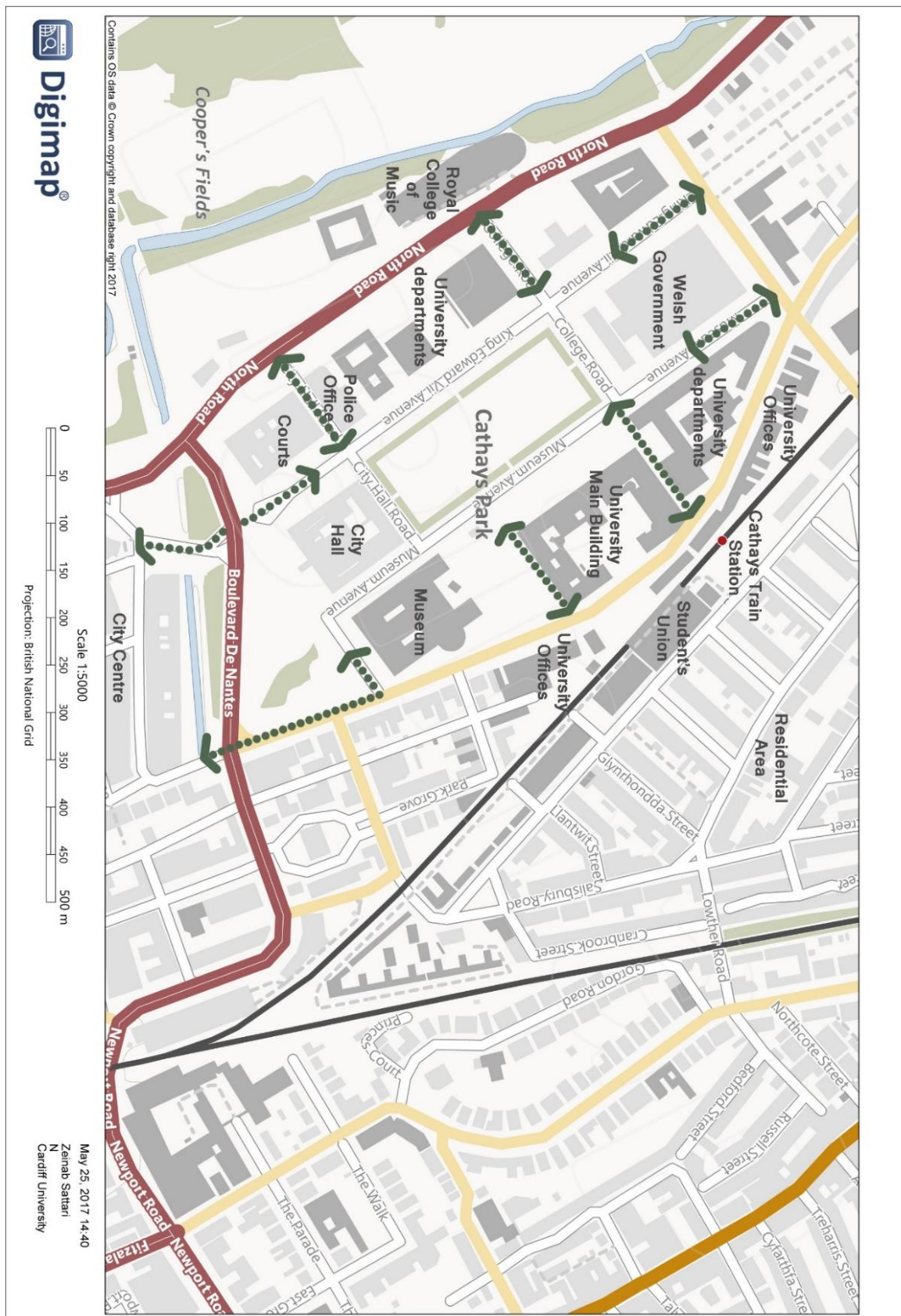


Figure 4-3, main land-use and access around Cardiff Cathays Park
(Author 2017, retrieved from Digimap 2017)

5- Conclusion and Recommendations

5-1- Introduction

The final chapter presents a summary of the key findings, which is structured based on the research questions (5-2), and recommendations for Cardiff food-led strategy and street food projects (5-3). Section 5-4 reflects upon the contribution of this research to wider practical and conceptual areas and the last section (5-5) argues the limitations on the way of this research and provides recommendation for further studies.

5-2- Summary of the Key Findings

5-2-1- What is the link between food planning and urban transformation?

The literature review, sought an answer to this question within the scholarly evidence. Accordingly, it was discovered that the notion of food is most likely to be eligible for defining urban transformation strategies. The abstract of this finding is that the multi-functional characteristic of food enables this notion to influence the majority of urban planning aspects. In other words, Food-led transformation can be assumed as a new approach in re-shaping the cities and communities. The reason to this conclusion is that institutional, cultural and physical arrangements around food, from production to consumption, are significant enough to make it an equivalent and complementary planning strategy for other important sectors such as housing and transportation. A comprehensive urban food strategy requires a new institutional arrangement and creation of firms, organisations and corporations to link civil society, entrepreneurs and state. It also needs optimising and re-shaping urban physical development in micro and macro-levels.

5-2-2- What are the conditions, potentials, key actors and barriers on the way of Cardiff food-led transformation?

The detailed answer to this question is discussed in chapter 4, where the result of data analysis is synthesised, based on the case study. The key approaches for food-led Cardiff transformation are health and liveability. To study Cardiff food-led transformation, the first step is to gain an overall idea about the present condition of food system, then, identify the potentials and involved stakeholders to enhance the present food system, and finally, contemplate the barriers on the way of the transformation.

The present *condition* of Cardiff food system seems to be a fragmented combination of non-governmental organisations' activities and few sectorial food policies and standards. The unofficial arrangements around good food, are mixed, progressive but underperforming and not cohesive. The food partnership, which is crucial to transform institutional arrangement around food, lacks leadership, clarity and formal governmental support. Healthy and sustainable behaviour needs a significant transformation in terms of choosing and eating good food and this transformation relates closely to the food offer which is provided by services and the encouragement and education by both public and private organisations.

There are *potentials* to transform the Cardiff food system (growing, services and consumption) and, consequently, physical, cultural and institutional arrangements around it. In a macro-scale, urban food growing forms the structure of the city and the concept of "granite garden" (Milbourne, Forthcoming book) can illustrate the city after implementing a growing strategy on different lands. Various types of growing consist of: food growing in private spaces (yards, balconies and so on), meanwhile growing in public and private lands (the land which is going to be developed in the future and is free at the moment), allotments, community gardens and growing on urban green belts and

brown fields. The present food services in Cardiff illustrate a great potential in terms of number and variety of food offers, specifically around the popular public areas. These outlets require to change or improve their offer to healthier and more sustainable options. The Healthy Options Award, new concerns around food in Cardiff Council and existing standards and regulations for healthy eating and catering remark the willingness of a number of institutions to promote healthy and sustainable food options in Cardiff. The most significant potential to transform food culture is the multi-national and mixed demography. In other words, it is possible to use variety of food options to enhance the position of good food in cultural context. Overall, there is a potential to brand Cardiff with its food offers and food culture, focusing on local and healthy options.

According to the data analysis and the literature review, *multi-stakeholder engagement* is an essential approach in food-led urban transformation. In Cardiff, the involved stakeholders are categorised in three groups, including:

- **State:** Welsh Government; Cardiff Council departments (specifically the City Operations, Sustainability Team, Planners, Case officers, City Centre Management, Business Improvement District and Economic Development); and other local authorities. The state sector will lead the process of policy-making, link different Council departments and have a close connection to the top food planners and operators as well as CU researchers to make the main decisions.
- **Market:** local food markets, catering people, event operators, food suppliers, food producers, street food traders, and other related businesses. There has to be a cooperative plan to join all types of food outlets and services, support and train them in terms of good food offers and create a constant connection to the state sector to provide bottom-up policies. The legal and financial infrastructure by public sector can support the market and the linking, training and updating process can be provided by civil society organisations.
- **Civil society:** Cardiff University and other researchers, Public Health Wales (NHS), SFC, press and media. CU will be the key stakeholder in research and training and SFC leads the partnership works.
- Some other **interfacing individuals**, which relate to the public/private land ownership and other people to link individuals and institutions.

There are *barriers* on the way of Cardiff food-led transformation, among which the significant governance, socioeconomic and physical barriers are summarised in the following. From the governance aspect, the major problems are financial and it rises from broader issues which are the absence of any former food-led strategy in national and local levels, and the vast and fragmented regulatory system in Cardiff Council. The remarkable socioeconomic limitation relates to people's limited awareness about healthy and sustainable lifestyle and access to related options. Unhealthy choices are dominant in Cardiff's food culture and there is a class dimension to the bad diet. Affordability of food offers is also another major issue which determines people's choices. For cultural transformation it is necessary to work on training, access, and engagement of the CS in decision-making. Physically, there is not a significant limitation for Cardiff food-led strategy. However, the inefficient use of the present spaces and the inconvenient food offers create a type of *physical waste* in Cardiff food system. The possible solution for these barriers are discussed in further sections, where the food strategy is recommended.

5-2-3- How can street food regulations in Cardiff help city transformation?

Street food is a component in food systems, which its good arrangement can result in a positive city transformation and its uncontrolled and inefficient growth can cause problematic situations. The positive transformation relates to the new legal and physical infrastructure for SF activities to offering

healthy and sustainable food, enhancing viability of the public spaces and bringing more vibrancy to the economy. As it was mentioned in the literature review and remarked in the collected data, SF has an organic nature and does not need strict central control. However, to have viable and sustainable street food activities, it is necessary to provide financial and legal support for SF operators. It also requires right place, right timing, enough demand, and engagement of the right stakeholders. The combination of all these conditions leads to proposing a strategy for Cardiff street food (section 5-3).

Street food can change the distribution of food offer and decrease the food deserts by activating and monitoring mobile stalls around the city. It can change people's taste and options by bringing more available and affordable food offers and introducing the new healthy and sustainable behaviour to people whom prefer to eat out. It also can bring more vibrancy to public spaces by fresh daily offers and exiting events and creating a new social experience. SF can change the formal and informal institutional arrangement around food by attracting the best operators to train and support individuals and also by linking the public and private sectors. The general strategies for food-led urban transformation and also SF strategies for Cardiff are recommended in the next section.

5-3- What does Cardiff Food-led transformation look like?

5-3-1- Cardiff Food Strategy

Food-led strategy can cause transformation vertically and horizontally. In vertical approach the strategy influences the food system and in horizontal approach it aims to transform the city in physical, institutional and cultural aspects (Moragues et al. 2013, pp. 4-7; Viljoen and Wiskerke 2012, pp.67-69). In other words, implementing the food-led strategy has two thematic results: first, significant changes in Cardiff food system and second, transforming Cardiff in a broader sense.

Food production will focus on bringing more local suppliers to the food system by increasing potentials for urban growing in different sites within Cardiff, improving food justice and food security by involving more local partners in production, supporting healthy and sustainable food production and enhancing the local economy-related to food. The transforming outcome of urban growing strategy would be horticultural knowledge improvement, environmental improvement, political empowerment of local people, sense of unity, mental and physical health, enhancing production capacity, commercial viability, less food-related import, keeping money on the local food and a different land management.

Food services will aim to provide healthy and sustainable options in food outlets, support a just procurement policy for Cardiff and help the individuals and start-ups by legal, financial and educational supports. At the first stage, the CFS focuses on improving Cardiff food outlets and accordingly, the transformative results would be: branding Cardiff, supporting the food culture, changing the local economy and re-shaping the urban structure based on re-distribution and development of food services and related activities.

Food consumption will focus on offering more healthy and sustainable options and changing the food culture. It aims to enhance the evolvment around good food and find new ways to increase the demand. This strategy provides training opportunities about cooking local and fresh ingredients, eating and behaving healthily and growing local products. It also will engage communities in decisions by various meeting and surveys. The transformative outcome of this strategy would be a general cultural change around health and sustainability and also a more bottom-up approach in decision-making.

In general, the comprehensive food-led strategy will be a core to other sectorial strategies and aim to integrate housing plans, infrastructural and access developments, economic development, health and wellbeing strategies, cultural innovation and urban design. The result of this integration would transform Cardiff in following ways:

- Flexible growing allowance for new dwellings;
- Employment and mixed-use (focusing on the city centre);
- Multi-functional and connected green spaces (green infrastructure);
- Protection and conservation of natural heritage network;
- Enhancing and embedding healthy and sustainable lifestyle- cultural innovation;
- Fast and functional physical, legal and informational access between local producers, services, community and public sector: local aspect of transformation;
- Making Cardiff a destination, based on combination of food, culture, history and nature: international aspect of transformation (cultural and economic innovation);
- Decentralising governance system and transforming it to a more inclusive public-private partnership form.

These transformative approaches are most likely to comply with the liveability criteria, according to which the liveable city is a “socially inclusive, affordable, accessible, healthy, safe” place, which is “resilient to the impacts of climate change” (Badland et al. 2014, p. 65) by promoting sustainable development.

The CFS complies with the *National Food Strategy*, the *Future Generations Act* and *Cardiff Liveable City* and follows their main targets. As a conclusion, the CFS requires three elements for feasibility; first, a comprehensive partnership to engage the right stakeholders and decision-makers; Second, strong and organised training and advertising system; and third, providing detailed policies and running pioneer projects to examine the strategy and improve it. It is also necessary to learn from the other existing urban food strategies.

5-3-2- Cardiff Street Food

Cardiff Street Food Strategy sits beneath the CFS and have transformative results, which consist of:

- Rehabilitation, renovation and regeneration of the open spaces to make it more attractive and functional;
- Branding the area and promoting the healthy and sustainable behaviour;
- Creating a new socioeconomic hub in the city;
- Developing a partnership (bottom-up) governance and involving the local stakeholders in making decision for their environment;
- Changing the character of cities from access corridors to socialising arenas and viable places.

The SF regulation is generally about facilitating and providing the space and infrastructure for vendors and SF operators. Therefore, the recommendations for these two projects are based on major food strategies and alternatives, not strict policies and action plans.

City Road Street Food- The main *strategies*: regenerate and rehabilitate the physical area to prepare a more pleasant place and attract food-oriented footfall from other sides of the city; changing the food offer to healthy, sustainable and affordable options; engaging the local stakeholders as well as other SF operators and convincing them to work together by proposing a profitable business plan. Providing safe and quick access to this area is a long-term strategy because it requires a significant

effort for creating and linking to the Cardiff public transportation and cycling networks around the city.

Alternatives for implementation: City Road SF can be operated in two different levels with various scheduling. First, it can be limited to a number of stalls in pavements and also to meanwhile use of the brownfields around the area. This option does not require traffic intervention and can happen weekly (even some coffee and snack stalls can move around daily). The second option is to brand City Road SF by holding international annual events. This option requires one or several car-free days and engages food operators from inside and outside Cardiff. To examine the feasibility of such events it is necessary to run a number of smaller-scale SF activities and, beforehand, make the environment and offers attractive enough to introduce to the other new customers.

Cathays Park Street Food- This place needs a *strategy* for attracting students, staff and officers and also linking it to the city centre to guarantee a more constant footfall. This strategy requires small trial actions and big announcements to examine the willingness of the audience. Cathays Park is also a suitable place for trying the street growing to provide a portion of fresh seasonal food at the place. This strategy can brand the place and improve the educational and cultural aspect of the SF.

To *implement the strategy*, there are two alternatives; first option is to have daily mobile coffee caterers in the morning and afternoon, ready to eat and take away stalls for lunch and also small outdoor food markets for offering local products. This alternative aims to provide healthy and sustainable food for customers who spend the majority of their time at the university or offices and need to eat during the day and also take food home. The trial SF operation can start from the coffee and healthy snack vendors and then extend to fixed infrastructure and facilities for provisional stalls. The second alternative is to operate seasonal or annual great events and engage the students' cultural background in it. This option requires public legal and financial supports and a great advertisement.

5-4- Contribution to Broader Knowledge

By focusing on the connection of food planning to urban transformation, this research attempted to examine a new strategic approach in urban planning. Considering the novelty of the study, the answers to the research questions still require more observation and new data analysis to be applicable in real-world policies. However, there are three arenas, to which this study contributes remarkably at the present level.

First, the regulatory system and strategic decision-making in Cardiff (and generally in the Wales) lacks considering food systems as important as other development strategies. This study, to some extends, clarifies that food planning is comprehensive and multi-functional and can play an important role in changing the cities to healthier and more liveable places. Food governance relates to food security (McKoen 2014; Rosin 2013; Lawrence et al. 2013), social justice (Lang and Heasman 2015; Robertson and Dale 2013), food safety (Tran et al. 2013; Garci et al. 2013) and land-use management (Sikor et al. 2013; Verburg et al. 2013). Second, the research methodology provides a valuable practice in multi-stakeholder engagement. The interpretive approach in analysis allows the researcher to identify the unrevealed ideas and information which are not available via other research methods. The practice of Multi-stakeholder engagement in this study enhances "participation, transparency and accountability" in governance (Fuchs et al. 2011). Last but not least, determining street food as an organic phenomena, but adjustable into the regulatory system, reveals that SF is likely to be one of the most comprehensive aspects of food planning. SF is an empirical case to illustrate the role of food in transforming a city culturally, physically and institutionally.

5-5- Research Limitations and Related Recommendations

There have been a number of barriers on the way of conducting this research. First, this is a novel experience to prepare comprehensive food-led strategy for Cardiff transformation. There is no independent food plan (focusing on health and environmental aspects) at Cardiff Council at the moment and planners do not have any idea about implementation feasibility. As a further research, it is possible to conduct a study on food strategies and policies in other cities around the world and find their effects on urban transformation. The data collection barrier was to access food experts in three institutional sectors in Cardiff, specifically in the state sector. However, it seems that the more experts are concerned about non-commercial aspects of food, the more they are enthusiastic to attend the interviews and contemplate the research findings. Based on the content of the interviews, the participants were mostly among experts who care more about the health and sustainable aspects of food and its role in a liveable city. Consequently, this limitation affected the number of eligible stakeholders but it provided a more accurate data related to this study. Another barrier for this study was the consequences of Cardiff Council election in May 2017. Firstly, within the period between one month before and one month after the election, which was at the same time with data collection peak, the Cardiff Council stakeholders and related governmental actors were extremely busy and concerned with the election. Secondly, the result of the election would affect departmental structure of the Council and might result in losing the stakeholders who already care about the new food strategy. Consequently, it would be more challenging to accede the results of this study to real-world policy-making. For further studies, I recommend providing policies based on the food-led strategy and accompanying it with a quantitative method, like survey, to examine the feasibility of the strategy and adjust the policies. In other words, it is necessary to find the measured mechanisms and actions to transform the culture, the city structure, the governance and institutional arrangement based on food systems.

Words: 19188

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7- Appendices

7-1- A Sample of Interview Questions

A TASTE OF THE FUTURE: A STRATEGY FOR FOOD-LED URBAN TRANSFORMATION

MSc dissertation for Planet Europe Joint Programme- 2015-2017

The interviewee..... The Date.....

This interview consists of two levels: the general questions about Cardiff food strategy, and specific questions about street food. The aim is to get ideas from experts in 3 sectors of the state, market and civil society to identify the drivers, potentials, barriers, conflicts, and key factors on the way of Cardiff food-led transformation.

Questions for level 1

We are going to have a new food strategy to transform Cardiff City to a better place for living and visiting. As one of our stakeholders:

- 1-1- Do you think FOOD can play a role in a healthy and liveable city?
- 1-2- Can you provide examples to define the present condition of public food outlets and activities in Cardiff?
- 1-3- Can you identify potentials to improve Cardiff food system? In:
 - a. urban gardening;
 - b. food services (outlets, restaurants, catering, and so on);
 - c. Food consumption and post-consumption (culture, behaviour and so on).
- 1-4- If you get involved in the planning and implementation procedures, whom are you going to cooperate and work with? How?
- 1-5- What would be the most significant barrier on the way of this project? In:
 - a. Governmental aspect;
 - b. Socioeconomic aspect;
 - c. Physical aspect.

Do you see any solution for these barriers?

Questions for level 2

As an in-depth planning practice, we are going to focus on Cardiff Street Food.

Street food is defined as public and private stalls that sell ready-to-eat food and drink prepared and/or sold in the open air in streets and other public places, in fixed or dynamic spots. (Hiemstra et al., 2006; Muzaffar et al., 2009).

Considering this definition:

- 2-1- Do you know about street food?
- 2-2- What conditions does Cardiff City need to have a viable street food?
- 2-3- If there is a plan for Cardiff street food, what are your priorities for this plan?
- 2-4- Can you describe who is involved in street food planning? Which actor is the most important one?
- 2-5- What are the limitations on the street food Plan in Cardiff?
- 2-6- There will be 2 pilot street food projects in Cardiff. What is your idea about them?
 - a. Cardiff City Road;
 - b. Cathays Park;
- 2-7- Is there any other point which you liked to mention about Cardiff Food Strategy or the Street Food plan?

Thanks for your time and great ideas.

Zeinab Sattari Najafabadi

7-2- Thematic Analysis Tables

7-2-1- Policy document thematic categorising

Document	Food-related strategy or regulation (content analysis)	Food planning aspects (production/ services/consumption)	The main themes	Relevance of the document to this study (function analysis)
Food for wales food from wales (strategic drivers and principals)	<p>The strategic recommendations¹:</p> <p>1- “Market Development</p> <ul style="list-style-type: none"> - Improved marketing to develop domestic and export markets; - Develop stronger Welsh branding; - Improving market access and stimulating local and regional markets; - Promoting entrepreneurial initiative.” <p>2- “Food Culture</p> <ul style="list-style-type: none"> - Enhance citizen and consumer empowerment through better knowledge; - Promote sustainable demand management; - Link food culture and marketing.” <p>3- “Sustainability and well-being</p> <ul style="list-style-type: none"> - Develop ecologically efficient production and supply chains; - Reducing the impact of food waste; - Investment in R&D for sustainable technologies and waste management.” <p>4- “Supply Chain Efficiency</p> <ul style="list-style-type: none"> - Supporting entrepreneurship; - Skill development throughout the food supply chain; - Investment in food chain R&D and to promote efficient knowledge sharing; - Support for innovation and niche product development; and - Supporting collaborative partnership.” <p>5- “Integration</p> <ul style="list-style-type: none"> - Making the Food Strategy work across all levels of Government; - Contributing to changing in the regulatory frameworks; - Employ ‘Soft’ approaches to change. “ (P.7) 	<p>1- Production, service (business) and consumption.</p> <p>2- Service and consumption</p> <p>3- All three aspects.</p> <p>4- All three aspects.</p> <p>5- (Potentially) Production, service and consumption.</p>	<ul style="list-style-type: none"> - Sustainability; - Resilience; - Competitiveness; - Profitability” (p.6) 	<ul style="list-style-type: none"> - Providing a basis for food planning in the local level; - Using related socioeconomic, physical and governance recommendations.
Wellbeing of Future Generations Act	<p>There is no policy for this programme yet. However, a number of goals, which are mentioned below, are highly likely to affect the food policy directly.</p> <p>1- “A healthier Wales: A society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.”</p> <p>2- “A prosperous Wales: An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.”</p> <p>3- “A more equal Wales: A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).”</p> <p>4- “A Wales of cohesive communities: Attractive, viable, safe and well-connected communities.”</p> <p>5- “A Wales of vibrant culture and thriving Welsh language: A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.</p> <p>6- “A globally responsible Wales: A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.” (p.4)</p>	<p>1- Production (potentially), services (potentially) and consumption.</p> <p>2- Production, service and consumption (potentially).</p> <p>3- Service and consumption (potentially).</p> <p>4- Service and consumption (potentially).</p> <p>5- Production, service and consumption (potentially).</p>	<ul style="list-style-type: none"> - Health; - Prosperity; - Equity; - Cohesion; - Vibrant culture; - Global responsibility. 	<p>Complying with the main goals of this programme in building the food-led strategy.</p>
Tackling Poverty Action Plan	<p>strategic actions:</p> <p>1- “With the agreement of key partners, develop an agreed definition of food poverty and a set of indicators, informed by the feedback at the Food Poverty Think Tank.”</p> <p>2- “Establish an external Food Poverty group to take forward agreed objectives across the Public, Private and Third Sectors, building on the work of the Food Poverty Think Tank.”</p> <p>3- “In partnership with Public Health Wales, map current policies and programmes concerned with tackling food poverty.” (p.33)</p>	<p>1- Production, services and consumption (potentially).</p> <p>2- Production, services and consumption (potentially).</p> <p>3- Production, services and consumption (potentially).</p>	<ul style="list-style-type: none"> - Partnership; - Food Poverty Think Tank. 	<p>A guidance for Providing policies for tackling food poverty and enhancing food security.</p>

¹ See the document (pp. 33-71) to find detailed policies related to each recommendation.

Document	Food-related strategy or regulation (content analysis)	Food planning aspects (production/ services/consumption)	The main themes	Relevance of the document to this study (function analysis)
Healthy Eating in Schools	<p>Outline of standards for the Healthy Eating Regulation:</p> <p>1- “Breakfast in maintained schools; 2- Lunch in maintained nursery schools; 3- Lunch in maintained primary and secondary schools; 4- Nutritional standards for lunch in maintained primary and secondary schools; 5- Drinks provided in maintained schools; 6- Other food provided in maintained schools.” (pp.13-14)</p> <p>“Local authorities and governing bodies must comply with the Healthy Eating Regulations”... and the regulations do not cover the school events, food rewards, food cookery classes, parents and pupil food, medically prescribed diet, and after 6 pm on a school day (p.15).</p>	All the regulations cover a brief about food services and details about consumption (nutrition).	<ul style="list-style-type: none"> - Healthy school meal; - Nutrition standards; - The main focus is on what is served, not where and by whom it is provided. 	Detailed standards and regulations for healthy eating in school.
Cardiff Liveable City	<p>The Cardiff Liveable City is categorised in the “strategies, policies and plans” section of the Welsh Government website but there is no regulation in this report. However, the document can be a key guideline about how Cardiff City can retain liveability in its future regulations.</p>	Production, services and consumption (potentially).	<ul style="list-style-type: none"> - A great place to live, work and play; - A thriving and prosperous economy; - Safe; - Healthy; - Supportive for achieving full potentials; - Clean, attractive and sustainable environment; - Fair, just and inclusive society. (p.5) 	A guidance to the strategic themes of this study, which are liveability and sustainability.
Cardiff Food and Health Strategy	<p>1- “THE PUBLIC SECTOR: a. Encourage sustainable procurement of safe and nutritious food in large organisations in Cardiff. b. Encourage sustainable procurement of safe and nutritious food through the Cardiff & Vale NHS Trust Catering Strategy. 2- LARGE PUBLIC EVENTS: a. Encourage the provision of food which is safe, nutritious and where possible sustainable, at large public events in Cardiff. b. Promote safety and sustainability in the disposal of food and packaging waste. 3- EDUCATION AND TRAINING: The promotion of consistent, valid and accurate advice/training in relation to safe, nutritious and sustainable food. Educate: (a) Food handlers, (b) Community workers, (c) Community Food Workers, (d) Teachers, (e) School children, (f) External ‘organisations’, (g) Vulnerable groups, and (h) Care workers. 4- BREAST FEEDING 5- PRE-SCHOOL To encourage the provision of nutritious meals, snacks and drinks in early years settings. 6- SCHOOLS To facilitate a whole school approach to food and health. 7- OLDER PEOPLE 8- REWARDING EXCELLENCE a. To provide consumers with information about food outlets and food initiatives which demonstrate good practice. b. To encourage businesses to continually improve. 9- Ensure sustainability, nutrition and food safety is integrated into economic development of the food industry in Cardiff.” (pp.13-21)</p>	<p>1- Services.</p> <p>2- Production (potentially), services, consumption.</p> <p>3- Production (potentially), services, consumption.</p> <p>4- N/A</p> <p>5- Consumption.</p> <p>6- Consumption.</p> <p>7- Services and consumption.</p> <p>8- Services and consumption.</p> <p>9- All three aspects</p>	<ul style="list-style-type: none"> - Sustainability; - Nutritious food; - Consistent, valid and accurate advice/training; - Health; - Rewarding good practices; - Safety; - Economic development. 	Deriving strategies for sustainability, nutrition and food safety in Cardiff.
Cardiff Local Development Plan (Deposit Plan)	<p>“KP1: LEVEL OF GROWTH The Plan makes provision for a range and choice of opportunities to deliver 41,100 new dwellings and 40,000 new jobs in Cardiff between 2006 -2026. Furthermore, in order to demonstrate that the Plan meets the flexibility test of soundness and to accommodate potentially higher build rates than anticipated, provision has been made to deliver an additional 10% flexibility allowance (for 4,000 dwellings) which can be triggered, if demonstrated as necessary through annual monitoring, in the later phases of the Plan period.” (p.38)</p> <p>“KP2: THE STRATEGIC SITES: Cardiff Central Enterprise Zone and Regional Transport Hub Major employment-led initiative including a Regional Transport Hub together with other mixed uses in Cardiff city centre in order to fulfil Cardiff’s role as economic driver of the city-region, provide major employment opportunities focused on financial and business services and maximise the advantages of its location adjacent to the Central Station and Cardiff Bus Station. Due to existing commitments which new</p>	<p>KP1- (potentially) all three aspects.</p> <p>KP2- Services and consumption.</p> <p>KP4- Production.</p> <p>KP14- (potentially) all three aspects.</p> <p>KP16- Production.</p>	<ul style="list-style-type: none"> - Flexible allowance for new dwellings; - For the city centre: employment and mixed-use; - Multi-functional and connected green open spaces; - Healthy living; 	Identifying potentials and barriers for developing food places (production, service and consumption), focusing on the residential capacities and the city centre.

Document	Food-related strategy or regulation (content analysis)	Food planning aspects (production/ services/consumption)	The main themes	Relevance of the document to this study (function analysis)
	<p>proposals will update, current evidence suggests no net gain in units to avoid double counting. However any additional units over and above commitments will count as windfalls.” (p.54)</p> <p>“KP4: MASTERPLANNING APPROACH</p> <p>... Multi-functional and connected green open spaces form strategically important links to the surrounding area to provide routes for people and wildlife and open spaces for sports, recreation and play...” (p.62)</p> <p>“KP14: HEALTHY LIVING</p> <p>Cardiff will be made a healthier place to live by seeking to reduce health inequalities through encouraging healthy lifestyles, addressing the social determinants of health and providing accessible health care facilities. This will be achieved by supporting developments which provide for active travel, accessible and useable green spaces, including allotments.” (p.82)</p> <p>“KP16: GREEN INFRASTRUCTURE</p> <p>Protection and conservation of natural heritage network including: ... Growing spaces including allotments, community orchards and larger gardens (C5)” (p.85)</p>		- Protection and conservation of natural heritage network.	
Public Health Retail Criteria	A number of obligatory standards which only focus on food safety and nutritious aspects.	Services and consumption.	- Food safety; - Nutrition.	Generalising the standards for other public sectors.
Premises for Eating Drinking and Entertainment in Cardiff City Centre	<p>1- “FOOD AND DRINK USES</p> <p>a. Subject to Policy 48 and 50 of the Local Plan, the existing SPG on Food and Drink Uses, the City Centre Strategy, SPG for the City Centre Northern Professional Office Area (March 2000), where applicable, and the detailed considerations set out in Section 3 of this guidance note, food and drink uses are acceptable, in principle, within the principal shopping area and principal business area of the City Centre.</p> <p>b. Within the principal business and principal shopping areas of the City Centre, proposals for food and drink uses which give rise or contribute to high concentrations of existing and/or approved similar uses, and associated problems which the planning system has to properly take into account, are unlikely to be acceptable.” (p.3)</p> <p>2- “LEISURE USES</p> <p>a. Subject to Policies 45 and 48 of the Local Plan, the City Centre Strategy, SPG for the City Centre Northern Professional Office Area (March 2000) and the detailed considerations set out in Section 3 of this guidance note, sport, recreation and leisure facilities are acceptable, in principle, within the Principal Business Areas of the City Centre. Such uses are unlikely to be acceptable at ground floor level within the Principal Shopping Area in light of the policy objective and evaluative criteria underpinning Policy 48.</p> <p>b. Within the principal business and principal shopping areas of the City Centre, proposals for leisure-related uses which give rise or contribute to high concentrations of existing and/or approved similar uses, and associated problems which the planning system has to properly take account of, are unlikely to be acceptable.” (p.4)</p>	<p>1- Services and consumption.</p> <p>2- Services and consumption.</p>	- Principal business and principal shopping areas of the City Centre; - Food and drink use; - Leisure use.	Using the detailed obligations about selling and consuming food in one of the most strategic places in Cardiff.

7-2-2- Interview thematic categorising

Q 1-1: Do you think FOOD can play a role in a healthy and liveable city?

			Main theme: Role of food in a healthy and liveable city
Interviewee	Sector	Does it play a role?	Role in a healthy & liveable city
A	CS	– Yes, it is a component part.	– Food is as important as <u>connectivity, access and moving around</u> .
B	CS	– Yes, in lots of ways.	– <u>Depends on context</u> ; – Liveable city covers other aspects, including: <u>mobility, healthy living, food</u> and <u>greening the city</u> ; – The role in the UK and Cardiff: <u>austerity</u> ; – <u>Community growing</u> is a sustainable aspect to liveable city; – Developing the <u>edible city</u> : moving from <u>ornamental and aesthetic use of space to functional planting</u> ; – Edible city works quite well in global cases.
C	CS	– Yes.	– In <u>Western societies</u> there are issues like <u>poor diet, obesity</u> , and lack of active travel and movement; – Public bodies provide facilities to tackle those issues but I am not sure about the same provision or <u>awareness</u> of the role of food in planning.
D	CS	– Yes, definitely from every aspect.	– Health and wellbeing of the population, both <u>mentally and physically</u> – <u>Liveable City in Cardiff Council</u> is very key known. – <u>Wrong food and beverage</u> affects people’s mental and physical health.
E	M	– Absolutely.	– Food is at the <u>core</u> of everything; – There are two aspects to <u>living well</u> : you <u>eat well</u> and to <u>move more</u> and there is a <u>balance</u> between the two; – We provide <u>basic healthy choice</u> and provide opportunity for customer to decide what the healthy diet is.
F	M	– Definitely	– What you eat is what you are <u>[direct effect on life]</u> ;

			Main theme: Role of food in a healthy and liveable city
Interviewee	Sector	Does it play a role?	Role in a healthy & liveable city
			<ul style="list-style-type: none"> Food determines your <u>lifestyle</u>; If the food is healthy, there will be a <u>healthy environment</u>.
G	M	– Yes, definitely.	<ul style="list-style-type: none"> With regards to things like street food and farmers market it can inject an element of <u>vibrancy</u> to particular areas; Food can help with <u>social regeneration</u>; There are strategies like <u>Sugar Smart Cities</u> for reducing sugar consumption within certain areas;
H	S	– Definitely	<ul style="list-style-type: none"> Everybody has to eat food; Generally what you eat has the biggest part to play in <u>health</u>.
I	S	– Yes.	<ul style="list-style-type: none"> It is some sort of <u>crucial</u> and food is placed into about <u>every aspect of liveable city life</u>; Food is crucial to have healthy [approach], switched on <u>communities and individuals</u>; Food is <u>not fully acknowledged</u> in <u>public or city policy</u>; It is crucial for <u>successful cities</u> to have good restaurants and food outlets and to offer healthy and <u>exciting food</u>.
J	S	– Yes	– Food already provides a <u>very important role across the City centre</u> ;
K	S	– Yes,	– It is important in terms of influencing <u>health</u> and being one of the main determinants and also in terms of <u>improving quality of life</u> . It also is important in terms of the offer of good and <u>affordable food</u> to buy, both as retail and restaurant/ready to eat offer.

Q 1-2: Can you provide examples to define the present condition of public food outlets and activities in Cardiff?

		Main theme: Examples to define present condition			
Interviewee	Sector	In general	Production	Services	Consumption
A	CS	–	– <u>Allotment</u> waiting list;	– A bit <u>disappointing</u> : high fat, high sugar and ready take-away foods	–
B	CS	–	<ul style="list-style-type: none"> [Post-Brexit]: the <u>farming lobby</u> at the moment is pushing for continuation of the <u>micro-worker scheme</u>, the <u>seasonal work scheme</u>: guarantee another good supply of cheap labour from outside of the UK; <u>price hikes</u> and exchange rates as results of <u>Brexit</u>; More <u>local produce</u> after <u>Brexit</u>; 	<ul style="list-style-type: none"> We get whatever we want whenever we want: <u>globalisation</u>; Food disserts are still existing in major cities; Parts of Cardiff surrounded by <u>fast food</u> outlets and retailers (aiming students and specific demographics); There is a lot going on in the UK about: <u>pop-up</u> shops, <u>new forms of cafés</u> and cafés using <u>recycled food</u> or food that is about to be out dated. 	–
C	CS	<ul style="list-style-type: none"> I think it is <u>improving</u>: <ul style="list-style-type: none"> There was no SF scene 15 years ago; New food movements and growth in food systems; 	– We need to <u>bring together</u> a broad range of different <u>suppliers</u> there is <u>no plan in local authority</u> for that.	<ul style="list-style-type: none"> More <u>sophisticated</u> options; Much <u>more locally</u> focused but I do not know if they are <u>healthy or not</u>; – 	– An awareness of healthier foods and vegetarian foods: <u>social responsibility</u> ;
D	CS	<ul style="list-style-type: none"> it is a bit <u>mixed</u>; About <u>public sector institutions</u>: I think we still have <u>not a real issue</u>; A lot of activities are going on around <u>schools</u>; 	<ul style="list-style-type: none"> <u>All sorts of growing</u> activities happening in the city; We have associations that are taking care of the parcels of land and doing <u>growing projects</u>; We have <u>6 partnership areas (hubs)</u> in Cardiff with food and social activities in some of them; We try to <u>develop</u> more growing and food-related <u>education within hubs</u>; a lot of work going around <u>localities</u> and how GP, surgeries and clusters are working together with community; looking for potentials such as growing spaces on <u>NHS lands</u>; 	<ul style="list-style-type: none"> Cardiff has got one of the highest number of independent <u>cafés</u> to population in Europe; Independent scene: quite <u>coffee-led</u> (needs to be <u>fair trade</u>); Great activities are happening in the <u>hospitals</u>, in Cardiff and Vale; <u>Work places</u>: the council owns work places and we still got horrific vending machines and canteens serving very poor quality food; On the <u>streets</u> of Cardiff we have some great assets, like farmers market; SF in the centre is usually <u>unhealthy</u>; Need for more <u>healthy</u> and <u>accessible</u> street food; 	– <u>School holiday provision</u> : providing meals outside term time (aim to influence UK policy);
E	M	–	– There is a <u>local</u> food scene (the main focus of our activities).	<ul style="list-style-type: none"> A multitude of <u>chains</u> and <u>multiples</u> within the city centre replicating outlets from London; We (real food providers) have to go out the <u>city centre</u> and go to the <u>suburbs</u> canteens and events. <u>Real food</u>: something which is representative of everyday life; 	– Supporting small scale businesses to have more audience and to get them away from the <u>big chain mentality</u> ;
F	M	<ul style="list-style-type: none"> <u>Different communities</u> specialising in different areas; A lot of public interest looking for <u>quality over quantity</u> in recent years; 	–	<ul style="list-style-type: none"> <u>Variety</u> of food outlets; <u>City centre</u> is all about <u>chains</u>. Independent cannot survive; There is no way you can <u>compare</u> London outlets with Cardiff; We get a lot of offering now but it is the <u>price constraint</u>. 	–

		Main theme: Examples to define present condition			
Interviewee	Sector	In general	Production	Services	Consumption
G	M	–	–	<ul style="list-style-type: none"> – Cardiff <u>offers</u> a huge <u>variety</u> of food; – We [TUCO Ltd] do these various <u>street tours across the UK</u>, including Cardiff, to sample the <u>vibrancy</u> of the food that we have here; – In terms of the <u>university</u>: <u>no change</u> since several years ago; – We will start <u>injecting</u> more <u>energy</u> and <u>vibrancy</u> into the food provided on campus; – We need to be <u>matching and emulating</u> some of the <u>high street food outlets</u> that are available in Cardiff city. 	–
H	S	<ul style="list-style-type: none"> – NHS wants to have a <u>partnership</u> with the Council and join up for bidding the Sustainable Food Cities; – There are few public bodies who are very keen in <u>supporting</u> food very greatly, driving things forward, trying to <u>find</u> some <u>match funding</u> for the Council (the main person has left 18 months ago); 	–	<ul style="list-style-type: none"> – That is a real <u>mixture</u>; – Food outlets are quite <u>varied</u>: quite a lot of fast food/ junk food places and at the same time you have healthy options and farmers market; – There is <u>choice</u> for people but whether that choice is easy to access and <u>affordable</u> is another matter; – <u>Riverside</u> has got a Sunday market. – <u>Local residents</u> of the farmers market and, in general, <u>middle-class</u> people shop there; – We have had this <u>local partnership</u> called Food Cardiff from about 4 years ago; 	–
I	S	<ul style="list-style-type: none"> – In terms of <u>formal strategy</u>, I am not sure if there is one for Cardiff and many of organisations that we deal with; – <u>No public strategy</u> or health strategy coherently for the city; – There are just <u>numerous private and public sector organisations and individuals</u> dealing with food; – Health Service and schools have some food <u>strategies</u> but I am not sure about their <u>cohesion</u>; – Overall, it is important and it is <u>chaotic</u>! – Food is a <u>sensitive issue</u> (it is not easy to make the strategy and cohesion). It is not a straightforward work to bring healthy food into schools and offices; – We have very <u>interesting</u> food activities but we are <u>underperforming</u> in terms of its public sector organisation and in terms of private sector offer; – In terms of <u>tackling poverty</u> and helping <u>vulnerable people</u>, food would be an important part of that. 	–	–	– We have <u>the culture of bad food</u> ... and people are very sensitive if you question the food they eat even though not giving them a lot of good;
J	S	–	–	<ul style="list-style-type: none"> – <u>A wide and varied offer</u> of food are available across a large percentage of cultures/ countries; – Cardiff is <u>ranked number 2</u> in the UK for its concentration of <u>coffee shops</u> and unfortunately <u>number 1</u> for the number of <u>Greggs</u>; – There are outdoor street food markets and a <u>combination of offers</u> in the central market. 	–
K	S	–	–	– There are <u>national and local regulations</u> in terms of food <u>safety and hygiene</u> ;	–

Q 1-3: Can you identify potentials to improve Cardiff food system?

Main theme: potentials to improve food system			
Interviewee	Sector	Urban Gardening	Food services
A	CS	<ul style="list-style-type: none"> Food for Cardiff within <u>local development plan and land-use plan</u>: food growing, mainly within the open space; New <u>housing development</u>: Local Development Plan (also challenging); For <u>existing community</u>: difficult to promote growing (<u>accessing</u> the space and accessing land). There is <u>high demand for spaces to grow</u> food through communities in Cardiff and other cities; 	<ul style="list-style-type: none"> Not just food standards but food <u>actions</u>: healthy eating, healthy food and different options; Healthy eating: <u>existing</u> <u>Healthy Options Award</u> by the local authorities; <u>Hospital catering standards</u>: 75% of offered food has to be healthy (low fat and sugar).
B	CS	<ul style="list-style-type: none"> Lots of <u>potential</u> in terms of urban gardening in Cardiff city to <u>do things differently</u>: lots of <u>spaces</u> around city, lots of <u>public parks</u>; Some <u>open spaces</u> are not treated well: <u>anti-social</u> behaviour, walking dog and so on; Lots of <u>terms</u>: urban gardening, community gardening, collective gardening; <u>Benefits</u> [and potentials]: horticultural knowledge, environmental improvement, political empowerment of local people: doing other things within and beyond their neighbourhoods; The Council has to <u>scale it up</u>: embed urban gardening within the <u>formal planning system</u> (there are cases around the world); The idea of city as a “<u>granite garden</u>”; Now, the <u>regulation is fragmented</u>. It can be <u>joined up</u> by the granite garden idea; Also a big role for the Federation of the City Farms and community gardens (they have an office in Cardiff); A <u>progressive city council</u> plays an important role in <u>developing the connections</u>. Cardiff Council is progressive. 	<ul style="list-style-type: none"> It is trying to <u>link up</u>; It is trying to <u>change the way we view food</u>; It is trying to <u>bring that together with the strategy</u>; <u>Bristol</u> is a successful city: trying to produce a policy that focuses are on <u>food services</u> in their entirety; The <u>City Council</u> has a <u>key role</u> to bring the services together, focusing on <u>procurement</u>, <u>school foods</u>, and giving <u>licenses</u>; The only clear license is about <u>food hygiene</u> at the moment; There is no <u>information</u> about <u>fair trade</u>, <u>source of food</u>, <u>animal welfare</u>, <u>fair payment</u> to the staff and so on; We have also got <u>food banks</u> in Cardiff; Need to join up issues: <u>food poverty</u> and more generally <u>food justice</u>; There have been some <u>campaigns</u> going now in terms of <u>tips</u>: how much goes to the waiter/waitress and how much goes to the person you are paying, how much goes to people produce and cook the food in the kitchen, how much of that money goes to people owning those places?
C	CS	<ul style="list-style-type: none"> More <u>local</u> cultivation; To having enough <u>productive capacity</u> and <u>less import</u>; I do not know how to have <u>commercial viability of localisation</u>; But the food will be much more expensive as a result of losing economic scale; Coal used to bring <u>sense of unity</u> at the region; Now, <u>fragmentation</u> happened in terms of what we do economically, politically and also culturally and socially; Solutions: geographic heritage, architectural heritage and environment (food production); <u>Benefits</u> of applying solutions: <u>psychological relationship</u>, <u>viable economy</u>, <u>a globally responsible region</u>; Monmouthshire can be a <u>showcases</u> to encourage more local production; I think it has to be <u>regional</u>, not city scale: we have city deal, City Region scheme and a very joined-up economy but altogether are very fragmented; Need for a <u>coherent strategy</u> (like food strategy). 	<ul style="list-style-type: none"> <u>Good example</u> for <u>food destination</u>: St. George Market in Belfast and Borough Market in London: locally and responsibly produced; Needs <u>leadership</u>; Encourage the <u>existing market space</u> for pop up entrepreneurial food producers; <u>Multi-cultural theme</u>, like in City Road, is interesting. We need to join a bit bureaucracy and encourage people to follow it; <u>Markets are destinations</u> in European cities.
D	CS	<ul style="list-style-type: none"> Lots of good activity is happening and we <u>just need to bring it together</u>; Cardiff Council has a tenant participation group for their housing stoke and they have got lots of <u>growing projects</u> going on there; <u>Growing project</u> going on in the hubs; A proposal for <u>meanwhile use basis</u> in an organisation called CLAS, which is land advisory; 	<ul style="list-style-type: none"> One of our great activities: Sustainable Fish City work- sustainable food city is <u>joining</u> the Sustainable Fish City <u>campaign</u>; Such activity requires a <u>broader level of commitment</u>; Fish in hospitals is only from <u>sustainable sources</u>; We have signed a national procurement service for local authorities => how a local action <u>influences national policy</u>;

		Main theme: potentials to improve food system		
Interviewee	Sector	Urban Gardening	Food services	Food consumption & post-consumption
		<ul style="list-style-type: none"> – Project: filling streets with food and flowers²; – Project: a vision for providing an apple a day for everyone in Cardiff (urban growing); – Our general Cardiff food strategy is very much aligned to the Sustainable Food Cities and Award scheme across the 6 different areas; 	<ul style="list-style-type: none"> – Corporate health standard³ (CHS), which is a standard in the public sector and other organisations; – Options Awards, run by shared regulatory services for promoting healthy options within places; – Council's future urban food strategy will be about trying to promote that healthy options award; 	
E	M	<ul style="list-style-type: none"> – People growing some veg in the private spaces and use it in the kitchen; – Community Garden for people whom have no access to private land for growing; – CG has broken down barriers between cultures (everyone is welcome); – CG has people who have challenges in their lives or have mental health or concerns; – We rent a space in Federation of City Farms and City Gardens; – Allotments used to be more fashionable; – CG development: three allotments were put together and through community effort and volunteer effort; – CLAS (community land advisory service) provide a more technical and legal aspects of CG; – Meanwhile use of land; – Our idea: to keep money on the local food. 	<ul style="list-style-type: none"> – Pop-up street food event: to have face-to-face engagement with people and to have a stepping stone for small businesses. – Partnership opportunity under an umbrella organisation named Sustainable Food Cardiff: sitting alongside lots of stakeholders involved in food from university catering departments, NHS, SF, market operators and people that are working with families, children, people vulnerable to food. 	<ul style="list-style-type: none"> – Not to provide [unhealthy and unsustainable] options-> providing that cultural and behavioural opportunity for people to change; – Show people that they can support local food, local economy and local food systems by taking local food from local people to the people in relatively convenient locations; – Encouraging people having their right cooking skills to cook from scratch.
F	M	<ul style="list-style-type: none"> – Local suppliers. 	<ul style="list-style-type: none"> – FS is already there (enough SF actors); – The food service is more than population demands; – Make Cardiff a tourist destination; 	<ul style="list-style-type: none"> – It takes a rather long time to understand what the real [best] offer is. Our quality of the food and things are different; – Better quality rises the prices; – We do not see much of waste (portions are small and people eat all of the food for which they have paid); – It is a niche market and clients appreciate the quality of our food.
G	M	<ul style="list-style-type: none"> – Maybe some potentials (I do not know the city enough); – We can use other city's experiences: at Liverpool University they have urban gardening walls. 	<ul style="list-style-type: none"> – There is always potential but I don't know enough about it! – The main public places are about the branded national outlets and the high street chains which are good to certain extents but not so good for another aspect. 	<ul style="list-style-type: none"> – You tend to get different feeling in independent owned outlets in Cardiff as a vibrancy; – I didn't see any of the independent outlets in Cardiff Bay.
H	S	<ul style="list-style-type: none"> – Different scales of urban gardening: market garden (The Riverside), other kinds of community-based growing, and allotments; – The waiting list of allotments is huge but it is not in favour of community activities; – There are some lands for meanwhile use: lands which nothing is going to build on them or there is a long-term plan for them; – Turning the hidden anti-social spots to growing community land; – A great dwelling growth based on the LDP -> potential for more private and community gardens. 	<ul style="list-style-type: none"> – It has an acceptable condition: enough outlets and a visitors' destination in the city centre; – We need to provide more healthy options and change behaviours; – Farmer's markets have a definite role for making the kind of the healthier and sustainable food mainstream; – Break the cliché that "the market only aim at middle-class people". 	<ul style="list-style-type: none"> – I think there is a bit of giving people free choice and a bit of manipulations and how you get that behavioural change: nudge effect; – Facilities around consumption, post-consumption and food waste are good in Cardiff; – We have household composting and collected food composting from every household in the city.
I	S	<ul style="list-style-type: none"> – A number of green spaces in Cardiff and formal and informal spaces could be much more effective for food growing strategy and volunteering strategy; 	<ul style="list-style-type: none"> – Food is really controlled by supermarkets and a few food shops (dominant services); – We need more diversity; – In public sector-led facilities and some other outlets, I do not think their food offer is modestly high quality; – Cardiff has a reputation for high quality food, either in terms of market and restaurant sector but also in terms of more basic sort of offer that exists in the city for the indigenous food. There is some but it is not consistent; – The quality of food in Cardiff outlets is not comparable to the nearby big cities like Bristol; 	<ul style="list-style-type: none"> – I do not know how to tackle the behavioural problems. It is a fundamental thing about what people eat and there is a very long-term change. But that could be partnership between the key public sector institutions.

² <https://www.farmgarden.org.uk/events/fill-streets-food-flowers-cardiff>

³ <http://gov.wales/topics/health/improvement/work/corporate/?lang=en>

		Main theme: potentials to improve food system		
Interviewee	Sector	Urban Gardening	Food services	Food consumption & post-consumption
			<ul style="list-style-type: none"> Given the <u>demographic aspect</u>, Cardiff has capacity to be a food <u>destination</u>; It is all about offering and promoting <u>healthy choices</u> and a resistance to changing the offer; 	
J	S	<ul style="list-style-type: none"> Great potential to <u>extend areas</u> of land into planting locations to further enhance the availability of local sourced produce. 	<ul style="list-style-type: none"> Opportunity to <u>explore alternative options</u> to the public through <u>more festivals, and exhibitions</u>. 	<ul style="list-style-type: none"> The <u>culture of fast food</u> has evolved to people enjoying the outdoor <u>street café scene</u> this has enable economic growth for business and Cardiff as a <u>destination</u>.
K	S	<ul style="list-style-type: none"> The Council has explored the opportunities for urban gardening, though this may be best considered as <u>an exercise in place shaping</u> rather than <u>health</u> (given the differences in efficiencies and environmental impact of food production). 	<ul style="list-style-type: none"> The Council is keen to promote <u>a range and choice of outlets</u>, however <u>this is very much for the market to determine</u>; We can provided some <u>support</u> to social enterprises that help support <u>local employment</u> activities through opportunities in catering where it does not distort the market; In particular <u>support</u> is given to organisations who seek to recruit those who may find difficulty in accessing the labour market. 	<ul style="list-style-type: none"> There are community <u>programmes</u> to <u>promote healthy lifestyles</u> [by Public Health Wales] that the Council involves and engages with them; <u>Public Health Wales</u> would be the best source of <u>information</u> [and healthy food activities].

Q 1-4: If you get involved in the planning and implementation procedures, whom are you going to cooperate and work with? How?

		Main theme: key partnerships	
Interviewee	Sector	Planning & implementation partners	Type of involvement
A	CS	<ul style="list-style-type: none"> I'm linking with <u>planners</u> in the <u>Council</u> in Cardiff and in the Vale; I know some of <u>individuals</u> (it is easier to link with them and cooperate with <u>existing organisations</u>); Work with <u>strategic planning sectors</u>; The <u>head of planning</u> and there is <u>operational planning</u> (the Council); Some of the <u>case officers</u>; Some of the <u>development control</u>; <u>Development management</u>; The <u>strategy leaders for the LDP</u>; Quite a few <u>people</u> across different parts of the Council that <u>are very interested around food</u> and access to food growing; There is a <u>sustainability team</u> [at the Council]; <u>BUT</u>, what is provided is from the <u>business development</u> part of the Council; I tend to work more with the <u>planners</u> rather than <u>business</u>; Partnership between the <u>Health Board</u> and the <u>catering people</u> (scope for the future). 	<ul style="list-style-type: none"> Through <u>existing links</u> with Cardiff Council; I'm not involved in the economic development; We expect the Sustainable Food Cardiff (SFC) to work with entrepreneurs (<u>intermediation</u>); We <u>do not work with the CS sector directly</u>; CS is linked to the SFC (<u>intermediation</u>); Preparing a new work by the <u>Health Board</u> and offering it to the <u>catering sector</u> [of Hospitals].
B	CS	<ul style="list-style-type: none"> We are and we would be working with the <u>key policy officers from the Council</u>; We are <u>not working</u> as much with the <u>market sector directly</u>; <u>Master students on the food course</u> to do some market <u>research</u> for the catering people within the university; 	<ul style="list-style-type: none"> <u>Direct discussion</u> to takes things forward; We have <u>discussed</u> the <u>strategies for greening the city</u> and for a <u>liveable city</u>; There are <u>benefits for both sides</u> (the university and the Council): the Council spends less money on research (austerity) and the university can engage in the worlds of policy and practice; A <u>general effect of partnership</u>: <u>transformation in terms of place and policy</u>; We have some really good researchers on food within the school -> we can <u>share our experience</u> with the Council;
C	CS	<ul style="list-style-type: none"> There are <u>responsible authorities</u> that try to change the landscape; <u>But</u> the <u>director of planning</u> or <u>director of the Food Strategy in Cardiff Council</u> or <u>director of economic development</u> are not always <u>aware</u> of what is going on; it's about <u>awareness</u>: the Council does not know enough about food (like street food) and potentials within Cardiff; <u>Press and media</u> are involved; 	<ul style="list-style-type: none"> The council owns the food market and can <u>encourage</u> and <u>accelerate</u> the food-led changes; Need to <u>connect</u> the local authority bodies with food operators; How we <u>bring these different groups together</u> and who does that? <u>Branding</u>, <u>marketing</u> and <u>selling idea</u>; The Council <u>supports</u> operators (financially and legally); The food idea is there but the problem is that people are not talking to the right people. It needs people like me to go around, <u>collect data and link people</u>; Maybe there will be a <u>food summit</u>;
D	CS	<ul style="list-style-type: none"> <u>Planning department</u> of Cardiff Council; <u>City Operation</u>; <u>Economic Development</u>; <u>Businesses</u>; 	<ul style="list-style-type: none"> We have <u>somebody within public health team</u> who works with supplementary planning guidance and health impact assessments and meets the key people; The <u>involvement of CS</u> would be through <u>partnership</u> because we would take it into the Cardiff Partnership; It is mostly a state-base process; We do a <u>survey</u> called Ask Cardiff survey to collect people's ideas.
E	M	<ul style="list-style-type: none"> The <u>land owner</u> (public or private); Multitude of <u>departments of the Council</u>; Generally, there are two strands: <u>event operator</u> and <u>food provider</u>; 	<ul style="list-style-type: none"> <u>On public land</u>: permissions to use space, signage, where to put vehicles and so on; <u>On private land</u>: to contact with the planning authorities to see if there is any license or application;

		<ul style="list-style-type: none"> – Food producers; 	<ul style="list-style-type: none"> – The producers have to register with local authorities for food hygiene and handling certificates and public liability insurance; – I will always try to secure events in private managed space because it's just swifter; – We are a facilitator and we are very well-known. So, other stakeholders easily approach us; – We go to partnership meetings and events and engage with communities; – I just provide the platforms, the infrastructure and derive it through social media and commercial challenges just to get people in.
F	M	<ul style="list-style-type: none"> – I would use a lot of my suppliers. 	–
G	M	<ul style="list-style-type: none"> – The City Council; – After a more involvement, we will make contacts with Welsh Government to see what we can do, not just in the campus but in the whole city; – Operational aspect: some street food traders at the moment. 	–
H	S	<ul style="list-style-type: none"> – Some sections of the Council; – NHS; – SFC. 	<ul style="list-style-type: none"> – We would get involved through Sustainable Food Cardiff in certain things (working with CS, NHS and the Council); – We try to influence the Council members to involve our projects; – We try to match people up in different places and organisations around specific projects (like meanwhile use of a land or street food);
I	S	<ul style="list-style-type: none"> – Some key public sector partners; – NHS; – SFC; – Local authorities. 	–
J	S	<ul style="list-style-type: none"> – City centre management are consulted as part of the planning process. 	–
K	S	<ul style="list-style-type: none"> – Public Health Wales; – From an economic development perspective an approach would work with business, especially organisations with governance such as the Business Improvement District. 	<ul style="list-style-type: none"> – It would be led by Public Health Wales because this is considered from a public health perspective.

Q 1-5: What would be the most significant **barrier** on the way of **this project**?

Interviewee	Sector	Main theme: barriers			Solutions and potentials		
		Governmental	Socioeconomic	Physical	Governmental	Socioeconomic	Physical
A	CS	<ul style="list-style-type: none"> – In general: Money and Sustainability [of resources]; – Challenge for funding organisations to access growing land; – The matter of time and money: need to buy people's time; – Austerity is problematic and also provides potentials at the same time; – There are constraints imposed in the local authority in terms of how to manage public green spaces; – There is a bit of local decision around food but mostly it is national decision; – Food is a broad area. 	<ul style="list-style-type: none"> – food growing and people's skill in food growing (potential and barrier); – Access to the existing skills in a community (needs inventive and enthusiastic people); – Fast food is a dominant offer in big events; – People choose the pies and pints or the burgers in football/rugby events; – Healthy consumption ads are only in UK and Wales scales; – Lobbying in food systems. 	<ul style="list-style-type: none"> – Garden size is reducing; – Access to allotments: there is a waiting list for allotments; – Some parts of Cardiff are built on brown field sites; – Whether the gardens are suitable for food growing or not? – We lack street food growing experience in Cardiff; 	<ul style="list-style-type: none"> – Use more volunteers; – Limitation in money and resources leads focus on a particular issue; – We can find "new money" or use "re-focused money"; 	<ul style="list-style-type: none"> – Needs ripple effect [to get to providing appropriate food in big events]: Focusing on some things you can have a few successes and then you can talk about it and support some organisations and community groups to try it. 	<ul style="list-style-type: none"> – Some of solutions come through the evidence and experience (pilot projects); – Learn from other projects, their planners and stakeholders and influenced people.
B	CS	<ul style="list-style-type: none"> – Different levels of governance: the City Council, the Welsh Government, the recent legislation (the Wellbeing of Future Generations act) and so on; – One of the key issues with developing new policies is to make sure that it cuts across different areas of policy; can be implemented across different spatial scales? – The way to provide food policies is not similar to the physical planning policies (active travel, physical exercise, cycling and walking): it is clear if you apply the physical movement policies, you are going to be healthier but the whole food thing is much more complicated; 	<ul style="list-style-type: none"> – Unclear future of Brexit; – A class dimension to farmers' market: majorly, middle-class groups go to farmers market and buy organic food. Lower income groups try to access the fast food outlets (complication); – There is a class dimension to obesity; – People are not aware about the source of their food; – It is not clear that to what extent public policy needs to intervene within the system to stop market forces determining what we are able to buy? – Private suppliers of unhealthy food are always around meanwhile a big event is happening. 	<ul style="list-style-type: none"> – No physical limitation. There is lots of space (brown space, built environment and natural environment) to use; – It is about people making use of that space. 	<ul style="list-style-type: none"> – Join-up different levels of governance; 	<ul style="list-style-type: none"> – Brexit may open up opportunities to deal with the socioeconomic aspects of food. 	<ul style="list-style-type: none"> – Using green spaces and public parks to have more alternative markets to sell produce;

		Main theme: barriers			Solutions and potentials		
Interviewee	Sector	Governmental	Socioeconomic	Physical	Governmental	Socioeconomic	Physical
		<ul style="list-style-type: none"> We cannot radically change policy and still take significant amounts of money from these suppliers of fast food. 					
C	CS	<ul style="list-style-type: none"> It is <u>procurement</u> and <u>who decides</u>; Two things are missing there: a <u>procurement strategy</u> that makes it easy for food changes to happen and also a <u>strategy</u> for the food places and how the food is; Problem: <u>old management system</u> of the local authority; no significant wider economic strategy or tourism strategy; 	<ul style="list-style-type: none"> I think the barrier is more <u>cultural</u>; <u>Low income</u>, the cost of food is a real big part of what you spend on (good food is expensive). How do we <u>persuade</u> people? <u>Changing the food culture depends in the economic viability</u>. 	<ul style="list-style-type: none"> The space for dedicated food providers, an <u>entrepreneurial space</u> and <u>pop-up food space</u>; Lack of <u>awareness</u> between the <u>Council members</u> and consumers about potentials (like Depot). 	<ul style="list-style-type: none"> A strategy and a much more <u>proactive procurement policy</u> for those kind of spaces; We need <u>high quality, locally sourced ingredients that are healthy</u>. 	<ul style="list-style-type: none"> What we need here is <u>volume</u> -> economic scale up; <u>Educating</u> people to change their choice; <u>Support</u> local industries; The fact that allotments are going to the local food is a good thing; The change requires a <u>concern to campaign and clarity of message</u> about the importance of health and wellbeing. 	<ul style="list-style-type: none"> <u>Providing somewhere</u> like the <u>Depot</u> in Cardiff, where local food <u>entrepreneurs</u> go; Ask the <u>Council</u> identify 2-3 <u>key spaces</u> at the centre of the city that could be <u>market places</u>.
D	CS	<ul style="list-style-type: none"> <u>Austerity</u> is going to be massive; <u>To talk to anyone in public sector</u> at the moment is really difficult; We have exciting ideas, but <u>lack enough time and resources</u> (prioritising problem); making the <u>right relationships takes time</u>; Upcoming <u>governmental changes</u>: it is a time delay and unclear; Definitely the <u>biggest barrier will come from the public sector aspect</u>. 	<ul style="list-style-type: none"> Challenges around <u>business rights</u> (for independents); The challenges of <u>Brexit</u>: what that is going to mean? <u>Food price inflation</u>: people are going to have less money in their pockets; How do you <u>offset unhealthy economic targets</u> (like Coca Cola at the Centre); Food festivals do not need numerous security guards but the Council perceives that it does! => It becomes <u>uneconomical</u> to do festivals. To <u>persuade the governments</u> that we are going to provide them with a nice and vibrant city centre and also various and affordable options; Food prices are going to go up even more because we have to deal with the regulation; <u>Inflation</u>. 	<ul style="list-style-type: none"> <u>No physical barrier</u>. We have barrier around <u>how to use the spaces</u>; <u>Too much restriction</u> about the existing spaces (like Cardiff Market); Some general issues around some <u>core facilities in city centre</u> (such as toilet facilities, fresh drinking water facilities, and fixed facilities for traders). 	<ul style="list-style-type: none"> Working really hard into the <u>relationships and persuading</u>; Using <u>Cardiff's experience</u> in terms of successful historical record of delivering stuff and <u>having a big impact</u> [on national policy]; We purposefully <u>keep the plan fluid</u> because there is so much to go at and unlimited resource have to go with the opportunities we get. 	<ul style="list-style-type: none"> <u>Education</u>; <u>Take advantage of Brexit</u>; <u>NOT EASY TO SOLVE</u>: there are 36 <u>regulatory bodies</u> that control movement of goods in the UK through the EU. What UK have to <u>find as equivalents</u> for that and what impact it would have on our good? <u>90%</u> of people want to see the Council having <u>healthy options</u> within their <u>facilities</u> (Ask Cardiff survey); A <u>high proportion of people</u> are going to the <u>farmers markets</u> (Ask Cardiff survey); First step: <u>The willing hearts and minds</u>; Second step: <u>adequate resources and services</u>; Third step: provide <u>governmental support</u> for local businesses and local communities to be able to access those services; 	<ul style="list-style-type: none">
E	M	<ul style="list-style-type: none"> There are <u>regulatory frameworks</u> that for an organisation of our size is quite a barrier; <u>Cliché bureaucratic mentality</u>: I'm just doing my job, that department is doing their job. 	<ul style="list-style-type: none"> <u>Rents</u> are challenge; If you end up with food clusters, you've got <u>competition</u> based challenges; Cardiff indoor market: an area that became non-food, dominant with vintage and art and collectables. So, food element are squeezed down; It is expensive for a range of <u>enterprising young street food operators</u> to get to public space; People's <u>spending power</u> and people's <u>perception</u> of what we do; <u>Vulnerability of people</u> and enterprises after <u>Brexit</u>; Being <u>limited to specific times of the day/week/year</u> because: people want to <u>buy local food in combined with a leisure activity</u>. 	<ul style="list-style-type: none"> <u>Getting into the right location</u>; Accessing <u>new public space</u>; To get to <u>more central public spaces</u>; It is a barrier for <u>restaurants to not be able to move around</u>; 	<ul style="list-style-type: none"> We need <u>support</u> to come into spaces. 	<ul style="list-style-type: none"> <u>Partnership</u> work; Get a <u>new audience</u>, like working with universities and different communities; Have more local food events to present a new food culture to people; A real <u>safeguard</u> against any future economic hits: to make ourselves as well-known as possible, and <u>gain a broader customer based</u>; Our social enterprise is there to <u>support small scale food</u> and that could be farmers, meat growers, vegetables, secondary produce (bread, veg, egg, cheese and etc.), street food and cafés; 	<ul style="list-style-type: none"> <u>Pop-ups</u> provide solutions for restaurants to move around affordably.

		Main theme: barriers			Solutions and potentials		
Interviewee	Sector	Governmental	Socioeconomic	Physical	Governmental	Socioeconomic	Physical
F	M	I have never worked with the government.	<ul style="list-style-type: none"> – This is a very price constrained market and we cannot extend our business; – There are not enough sustainable clients; – The economic condition of the country is not very good and we tried to employ local people and struggled to get trained chefs because; – We cannot easily level-up. 	<ul style="list-style-type: none"> – Our restaurant does not have enough space and we cannot afford to go to a bigger place [personal barrier, but happens for many outlets]. 	–	<ul style="list-style-type: none"> – The government will have to think about the solution. 	<ul style="list-style-type: none"> – The government will have to think about the solution.
G	M	–	–	–	<ul style="list-style-type: none"> – If Cardiff is going to be the fastest growing city, we could also be known for food: Food capital as well as capital city. 		
H	S	<ul style="list-style-type: none"> – It is very hard to find a food champion within the Council; – We might lose our new champion after the local government election in May 2017; – Enthusiastic public bodies and many activity options but not enough budget; – Neither of our food growing plans are happening because the WG have taken that out of the LDP; – Maybe the Welsh Assembly argues the point of having local plan if it is the same as national policy; – It is hard to predict the exact demand; – The WG policies might not be applicable or health and sustainability oriented; – WG might have interventions around something which is not our priority but is attractive; – Bigger risk: losing the local authority support because of financial issues (austerity); – The Council is a huge organisation and not all the parts and people are link to each other; – A new institution, which only works on food policy, would be very much economic development focused (money, not health, sustainability and environmental). 	<ul style="list-style-type: none"> – It is difficult to get food waste messages across student residents and transit population (immigrants and asylum seekers) for behavioural change (language and cultural barrier); – People's involvement: People usually don't like to be told what to do! – There is a huge sector who are not engaged in food activities at all and it is not on top of their agenda; – People are being squeezed everywhere because of financial cuts - > affects healthy, local and sustainable options; 	<ul style="list-style-type: none"> – Not enough space and (agricultural and environmental) land capacity for growing all of our own food (relying on import); – You also need the exact definition of local food. 	<ul style="list-style-type: none"> – Keeping food politically on the agenda; – Advertisement: Show the positive and interesting aspects of the food to politicians (not gloomy stories about obesity); – taking a bit more personal responsibility and enabling what we can do; – Sustain the authority of the new champions (like the new one, the head of City Operations); – If funding becomes available for something we (the food planners) are going to take the options that are the easiest. It's partly why we are ended up with street food; – Adjusting the plan to Cardiff conditions and making it a complementary part of the national plan; – Run a trial plan to examine the demand; – More partnership with SFC to tackle the financial issues; 	<ul style="list-style-type: none"> – More education and multi-media messages for waste management; 	–
I	S	<ul style="list-style-type: none"> – There is no policy drivers on food as I know at the moment. – I think the only Welsh policy document on food is around business and food infrastructure; – There is no food sector within the Council departments; – Food is an urban issue which has not been picked up anywhere by the Council departments. 	<ul style="list-style-type: none"> – Food is formally protected in some other cultures but it has not happened in Cardiff; – NO issue with the market potentially; – Interest in maintaining the existing food culture which is a low value Northern European-British food culture; – People do not spend money on food and people without money eat bad food. 	<ul style="list-style-type: none"> – Physically we have got a lovely market in the centre of town but it is serving the wrong kind of food at the moment. 	<ul style="list-style-type: none"> – It is ideal to put more formal partnership around food. SFC's partnerships are informal; – You can start with the Public Sector Services Board and the go for all the organisations and have a joined-up strategy; – This project [my dissertation] is kind of similar to Cardiff Food Partnership looking at Silver Award. It can fill in the gap in where we [Cardiff Council] are not doing well; 	<ul style="list-style-type: none"> – In wholesale market: you have to know the right infrastructure and you need to go for the right kind of food; – Sustainable Food Cardiff to certain extends is trying to promote healthy choices and NHS have done a lot around food and healthy food and food choice; – There is no reason why restaurant and cafés and canteens across Cardiff could not be serving good food. 	<ul style="list-style-type: none"> – Increase the healthy food interest around the city centre (focusing on the indoor market).

		Main theme: barriers			Solutions and potentials		
Interviewee	Sector	Governmental	Socioeconomic	Physical	Governmental	Socioeconomic	Physical
					<ul style="list-style-type: none"> – Think about other examples: Paris or Bristol or Italian cities. What do they do? Do they need a plan or just culturally, in transit, they just do it? I think they have got an industrial plan; – You need a Council explicit priority around food (there is a new growing interest around food). 		
J	S	<ul style="list-style-type: none"> – No real issues from a government viewpoint. 	<ul style="list-style-type: none"> – It is hard to ensure that there is enough choice for the consumer and that the available offer covers all relevant prices, affordability, value and top end (high quality and sophisticated offers). 	<ul style="list-style-type: none"> – Size of City centre; – Enough space; – Location need to have a balanced realistic approach. 	<ul style="list-style-type: none"> – Need to work with all relevant parties, common sense approach for a realistic delivery; – It is really important to work collectively to deliver the best offer. 		
K	S	–	<ul style="list-style-type: none"> – Physical and financial accessibility; – Business rates have an impact on affordability; – In basic terms: addressing the fact that demand for healthy food is lower in low income areas where money and access to relevant offer is more difficult; – The issue of wholesale opportunities – i.e. where can local suppliers get relevant produce? 	–	<ul style="list-style-type: none"> – There needs to be a solution that does not require constant public support. This can range from initial support in terms of land and property to supporting partnerships to progress. – Localising the food system: <ul style="list-style-type: none"> o Food represents a great opportunity for local area regeneration; o In the face of much retail activity being overtaken by online activity, restaurant and street food activities will remain something that can only be accessed physically (or will require near local production for delivery); o Subsequently food and drink will continue to be delivered locally; o Furthermore the sector can also raise footfall in areas and therefore bring more life and activity into local communities if promoted correctly. 		

Q 2-1: Do you **know** about street food?

		Street food	
Interviewee	Sector	Do you know about SF?	More description
A	CS	– Yes.	<ul style="list-style-type: none"> – I am aware of street food and the different stalls that pop-up across Cardiff. – [awareness]
B	CS	– I don't know too much about street food	<ul style="list-style-type: none"> – It could include the big commercial suppliers of food and fast food taking advantage of stall in the street or another public place; – There would be an ethical dimension to it; – A lot of these suppliers and retailers want to do things differently and selling things that are more locally sourced; – Involving farmers market: cooked food as well as raw produce; – Has effect on health, liveability and cultural change. – [limited knowledge]
C	CS	– Yes, sure.	– [aware]
D	CS	– Yes.	<ul style="list-style-type: none"> – We are thinking about street food which is sold on street: fresh fruit markets, fresh market stalls, and prepared food that could be taken away at the end of the day. So, it is not necessarily cooked on the street; – It is about the whole range that the workers who currently do not have any option to buy. – [knowledge]
E	M	– We know about street food	<ul style="list-style-type: none"> – Our core work is always produce that comes from a farm but we have also worked on SF significantly; – The produces in the SF are typically from our farmers market. So, everybody is winner, the producer, the SF businesses and the consumers; – The growth of coffee scene is phenomenal; – Perhaps SF scene has been a reaction against multiples. – [knowledge, awareness and operation]
F	M	– Yes.	<ul style="list-style-type: none"> – I engage in many SF events. The biggest one is Cardiff Street Food Circus. – [awareness and operation]
G	M	– Yes.	– [knowledge]
H	S	– I do. I have had a presentation on it.	– [Awareness, knowledge and planning]
I	S	– Not much.	<ul style="list-style-type: none"> – I know a little bit but that is partly what we are doing in terms of putting a plan together. – [limited knowledge ad awareness]
J	S	– Yes.	<ul style="list-style-type: none"> – The City has encourage street food to be introduced as part of the overall offer over the last few years. – [knowledge ad awareness]

		Street food	
Interviewee	Sector	Do you know about SF?	More description
K	S	– Yes.	– [knowledge ad awareness]

Q 2-2: What conditions does Cardiff City need to have a viable street food?

		Viable street food		
Interviewee	Sector	Governance conditions	Socioeconomic conditions	Physical conditions
A	CS	– Running SF for <u>big events</u> like upcoming rugby and football matches: “What is the <u>policy</u> for <u>environment</u> around there and <u>catering</u> and that sort of thing?”	– Being a part of something: a bit of <u>buzz</u> going on at the same time to attract people into the city; – <u>Willingness of citizens</u> to try the food; – To be <u>presented nicely</u> ; – To be in <u>range of options</u> ; – Healthy options;	– physical <u>infrastructure</u> and the <u>facilities</u> to prepare and sell; Public spaces to put the outlets <u>without many abstractions</u> .
B	CS	– Using the <u>regulatory power</u> about the <u>space</u> and the <u>produces</u> ; – <u>Connecting the SF to bigger issues</u> : sustainable food, just food (justice), sustainable diets, healthy diets and so on.	–	–
C	CS	– It’s just [the matter of] <u>people</u> who are not <u>aware</u> of what is going on; – There is actually quite a bit going on and it has almost happened despite the lack of <u>institutional support</u> ;	–	–
D	CS	– It is the <u>political will</u> ; – Without this <u>support</u> , all of the various different <u>licencing</u> , city <u>planning</u> , and <u>city operations procedures</u> make it too difficult to come it together.	– From a cultural perspective: a sort of post-work early evening <u>time</u> (like in Spain). It also needs a governmental support; – <u>Costs</u> : mostly for staff time and making priorities. A smaller cost for SF infrastructure.	–
E	M	–	– There has to be a <u>demand</u> to eat out; – offer the <u>right food</u> and <u>right quality</u> ; – The <u>right vibrancy</u> ; – The <u>right look</u> ; – Some of the SF operators have got <u>great branding</u> , not like funky traders and trucks; – Adding <u>music</u> ; – Generally <u>evenings</u> ; – You get the whole mix together in an <u>affordable format</u> ; – It is about partnering; – Have a larger <u>theatrical scale</u> for festivals.	– The <u>right location</u> ; – Have to battle the <u>weather</u> ; – <u>Facilities</u> and <u>infrastructure</u> : car parking, truck parking, waste disposal, energy; – You can have meanwhile type <u>setups</u> or some semi-permanent setups such as in indoor-outdoor type of dining space.
F	M	–	– It is hard to get into the city centre. So, there should be a <u>space</u> designated by the Cardiff Council for SF <u>independents</u> (not the chains); – By involving the <u>top operators</u> , everyone will try to <u>scale up</u> .	– Cardiff should have some <u>space</u> , where the <u>trailers</u> can come on and off and have some events; – You should have a <u>location</u> [considering] where the <u>population</u> of Cardiff want to go; – When you have all the <u>infrastructure</u> , you have got everything (it attracts partners);
G	M	–	– It is about people (<u>enough audience</u>); – People can <u>access</u> it relatively easy; – Attract people to it to be a <u>destination</u> .	–
H	S	– The Council internal processes to get <u>different department to work together</u> ; – To <u>cut the bureaucratic procedures</u> .	– To make it <u>easy</u> for the SF vendors to book a spot and use it and to not have <u>disruptions</u> and <u>big concerns</u> when there is a big event; – To <u>involve</u> enough street food vendors and entrepreneurs (we have many potentials); – To provide <u>sustainable and healthy options</u> .	–
I	S	– A <u>primary licensing</u> .	– <u>Individuals</u> who want to get involved; – we still need to <u>incubate units that we can grow people</u> to get through; – We need to try it to see if we have <u>enough people</u> : quite often <u>snowballs</u> .	– Identifying <u>locations</u> ; – Providing <u>infrastructure</u> .
J	S	–	– It has to have the correct appeal factor	– <u>Space</u> ; – <u>Location</u> is important.
K	S	–	– <u>Training for suppliers</u> ; – An <u>active local market</u> that can sustain the sector.	– <u>Relevant spaces</u> to use

Q 2-3: If there is a plan for Cardiff street food, what are your priorities for this plan?

		Stakeholder's priority for SF		
Interviewee	Sector	Governance priority	Socioeconomic priority	Physical priority
A	CS	–	– Preparing and presenting <u>different food</u> , not just what is normally expected; – Link it into events or busy days to get a lot of <u>foot fall</u> .	– <u>City centre focused</u> with a range of different outlets.
B	CS	– <u>To address these bigger issues</u> in terms of healthy food, ethically sourced food, just food and bring that together.	– After applying the governmental priority, people [the consumers] might <u>think differently</u> ; – If people are not changing, I will continue to use other types of retail to have changes.	–
C	CS	– <u>Linking into tourism</u> and market in Cardiff; – <u>Find a strategy</u> : we want to see people eat <u>healthier</u> , food source is more <u>local</u> , we want a more interesting and attractive diversity to attract <u>tourists</u> ;	– Street food needs <u>entrepreneurship</u> ; – How do they get the idea of <u>food culture</u> , the pop up and healthy food into <u>schools</u> ?	–
D	CS	– <u>More contact and consultation</u> with Cardiff Council.	– Generating <u>jobs</u> and <u>new businesses</u> ; – Providing <u>accessible and affordable food</u> for people; – Selling out a different story to have <u>vibrancy</u> and <u>economic viability</u> ; – <u>Willing hearts and minds</u> in terms of getting ideas of <u>healthy</u> and <u>sustainable</u> food; – Being <u>realistic</u> about <u>affordability</u> criteria.	– <u>Start from city centre</u> (where there is the political attention); – <u>Expand</u> the activities to the other places in the City.
E	M	– A <u>bottom-up business development</u> ; – <u>Supporting</u> new <u>start-ups</u> and giving them opportunities within the produce markets and community events; – We need <u>less paper work</u> .	– The <u>local</u> produce is the first; – To provide outlets for the SF <u>operators who are born of our market</u> ; – To use the SF events to <u>create sales opportunity</u> and <u>promotional platform</u> for SF operators and introduce them to the farmers market; – To invest time into doing <u>small pop-ups</u> to promote local food ingredients and farmers market, not to spend few hundred of pound for a glassy magazine for advertisement; – <u>Community engagement</u> ; – <u>Access to affordable, negligible or no-rent spaces</u> (the income of stalls goes back to the local economy);	– <u>Access to more public space</u> ;
F	M	– <u>More real partnership with the Council</u> ; – <u>Less bureaucracy</u> .	– For <u>festivals</u> : there should be <u>something like Christmas markets</u> ; – <u>More local partners</u> ;	–
G	M	–	– My priority is <u>university</u> as the first and foremost; – To make sure that <u>students' experience</u> is complemented by anything else happens within Cardiff.	–
H	S	– To <u>learn from good experiences</u> : Bristol.	– For produce which cannot be grown in the UK anyway, it needs to be <u>fair-trade</u> ; – <u>Local, healthy, environmental</u> and <u>fair</u> food can be compatible with <u>affordability</u> criteria.	– <u>Start from the city centre</u> as a pilot area.
I	S	– Setting some <u>standards</u> for what we actually have in street food;	– Getting <u>entrepreneurs</u> ; – Offering some <u>healthy local alternatives</u> of food that are <u>tasty</u> and <u>not expensive</u> ; – <u>Changing people's choice</u> .	– <u>Identifying locations</u> ;
J	S	– There is a desire to <u>"grow" this opportunity in a measured way</u> .	–	–
K	S	– This remains <u>market led</u> , but the <u>Council</u> is always open for discussions for <u>support</u> .	–	–

Q 2-4: Can you describe who is involved in food street planning? Which actor is the most important one?

		Main theme: key partnerships	
Interviewee	Sector	Partners	The most important partner
A	CS	– <u>Chamber of trade</u> ; – <u>City centre management team</u> ; – The <u>other departments of the Council</u> ; – <u>People who provide policy</u> framework for SF; – <u>Businesses</u> ; – People who want to provide SF (<u>entrepreneurs</u>).	– Probably the <u>entrepreneur</u> , the <u>business</u> person who wants it; – There are <u>different levels</u> : – In development: the councillors; – In public health: the Health Board; – In agreement around a policy: business people; – In planning: the consultation; – In implementation: the business community (deal with the regulation and monitor that).
B	CS	– I only know that there is a <u>sort of food actor</u> within Cardiff and they have been pushing for this type of venture; – I have talked to people [informally]; – There are <u>big lobbies</u> for these sort of things: there are usually multiple reasons behind in high level of policy-making.	–
C	CS	– I do not think <u>strategically, anyone</u> is involved in it at the moment; – It is <u>mostly organic</u> but needs <u>planning approval</u> for traffic, land-use and so on; – The <u>Council</u> has got the responsibility to nurture the SF plan, help it and put a much more strategic layer on that in some way; – Need for <u>people</u> to be <u>aware</u> of what is going on to influence procurement and marketing policies.	–
D	CS	– [In some cases] <u>Welsh Government</u> ; – The <u>director of planning</u> : the city operations; – The <u>director of Economic Development</u> ;	– The <u>director of planning</u> , the director of economic development or the <u>chief executive of the Cardiff Council</u> at the moment; – <u>Cardiff University</u> obviously plays a key part.

		Main theme: key partnerships	
Interviewee	Sector	Partners	The most important partner
		<ul style="list-style-type: none"> – The <u>chief executive of the Cardiff Council</u> at the moment; – <u>Cardiff University</u>; – The <u>businesses</u>, and any other of stakeholders who are <u>related</u> to the <u>land</u> where are going to build on. 	
E	M	<ul style="list-style-type: none"> – <u>Community operators</u>; – <u>Entrepreneurs</u>; – The <u>public body</u> (the Council); – <u>Local producers</u>; – <u>[CS] institutions like universities</u>; – <u>Individual food operators</u>. 	–
F	M	<ul style="list-style-type: none"> – The <u>planning</u> is all with the <u>council</u> but I do not know how they operate, who decides and what criteria they take; – Definitely the <u>Farmers' Market</u> would like to be involved; – Give choice to a few independents who does very well (<u>top operators</u>). 	–
G	M	<ul style="list-style-type: none"> – <u>The whole city</u> has to be involved in the street food planning; – <u>Manager is the City Council</u>; – <u>Cardiff University</u> should certainly be involved whether from different aspect: students' experience, more student engagement and an opportunity for students to set up their own stalls. 	
H	S	<ul style="list-style-type: none"> – The <u>local authority</u> which has <u>enabling role</u>; – <u>Entrepreneurs</u>: <u>to make sure that it is an open plain field, not just people who we know</u>; – Maybe attracting <u>vendors coming from furtherer fields</u> (from Wales, not Bristol and Bath at the first stage); 	– The <u>Council</u> who has the <u>power</u> (land-use control, price control, standards, planning permission).
I	S	<ul style="list-style-type: none"> – The <u>Council</u>: regulations and health and safety; – <u>Sustainable Development Group</u>: policy work; – Private sector <u>entrepreneurs</u>: planning various events; – You must have <u>thousands of people from different angles</u> to think about selling food on the street overall; 	–
J	S	– <u>City Council</u> .	– The <u>leader</u> (bossiness).
K	S	– <u>Operators</u> .	– The key actor would be the <u>promoter of the event</u> .

Q 2-5: What are the limitations on the street food Plan in Cardiff?

Themes		Main theme: limitation for SF plan			Solutions and potentials		
Interviewee	Sector	Governmental	Socioeconomic	Physical	Governmental	Socioeconomic	Physical
A	CS	–	<ul style="list-style-type: none"> – <u>Business opportunity is limited</u>; – <u>Taste of the community</u>. 	<ul style="list-style-type: none"> – <u>Right facilities</u>; – <u>Weather</u>: affects the footfall; – <u>Identifying</u> the most appropriate <u>spaces</u>. 	–	<ul style="list-style-type: none"> – Make <u>commitment to sell certain [healthy] foods</u>; – Cardiff city is a <u>cosmopolitan city</u> that you could potentially have whole range of food and do very well. 	– We have got <u>quite good spaces</u> (just <u>identify the right spaces</u>).
B	CS	– I have <u>not seen the plan</u> as such and I do not even know if it has been approved.	–	–	–	<ul style="list-style-type: none"> – SF is trying to get in a <u>corporate buying</u>, to the idea from <u>multiple stakeholders</u> and to a <u>coordinated approach</u>. 	–
C	CS	–	<ul style="list-style-type: none"> – You are not going to go out for street food every night (<u>not a constant desire</u>); – How to deal with the <u>other food outlets</u> (restaurant, café and so on)? – The sellers look at SF as a <u>stepping stone</u> to open their own permanent outlet; – Increasing <u>rent</u> in the city centre makes it difficult for the independents to stay there; – <u>Chains</u> [which have more money for rent] are coming to the city centre; – The role of <u>food in economy is a regional issue</u>; 	–	<ul style="list-style-type: none"> – About Cardiff indoor market (<u>competition</u>): all it needs is <u>planning, strategy</u> and providing good <u>facility</u>. 	<ul style="list-style-type: none"> – <u>Saving space in new buildings</u> [like in City Road] or some of the Market spaces for someone who wants to be there as a pop up; – To have a <u>direct policy for City Road</u> SF to encourage the pop-ups; – Link between the <u>tourism</u> and the <u>new potential economy</u>: provide tourism infrastructure, including food destination. 	<ul style="list-style-type: none"> – About <u>Cardiff indoor market</u>: upstairs is a good opportunity for <u>pop up</u> food with <u>better quality</u>. It has a kind of <u>nice balcony</u>; – Find spaces <u>out of city centre</u>, in <u>walking or cycling distance</u>, to allocate food independents.

Themes		Main theme: limitation for SF plan			Solutions and potentials		
Interviewee	Sector	Governmental	Socioeconomic	Physical	Governmental	Socioeconomic	Physical
			– About Cardiff indoor market: there is a kind of challenge going on for <u>new comers</u> ;				
D	CS	<ul style="list-style-type: none"> Restrictions with regard to <u>political process</u> and <u>human resources capacity</u>; Cardiff Council has been facing <u>budget cut</u> and departments have been shrunk and people are just doing their jobs (pay less attention to extra activities). 	<ul style="list-style-type: none"> About getting <u>more fruit and veg</u> (healthy food); Getting <u>more people</u> on the streets. 	– <u>Accessibility</u> .	<ul style="list-style-type: none"> There are <u>capacities for funding and human resources</u>; 	<ul style="list-style-type: none"> <u>School Holiday Programme</u>; <u>Growing food coops</u>; Potentials for looking at <u>social supermarkets</u>; <u>Home-delivery</u> type of activities; 	–
E	M	<ul style="list-style-type: none"> There is <u>no plan</u> as far as I know; <u>SF is against centralised planning</u>; SF is a little bit <u>anti-establishment</u>; <u>Limited representation</u> of food in the Council because food is a <u>broad spectrum</u> and there is every aspect of food. 	<ul style="list-style-type: none"> Anything [SF activity] that is on a <u>fixed site</u> repeatedly over and over, <u>will lose its appealing</u>. 	–	<ul style="list-style-type: none"> Provide <u>support</u> and <u>facility</u>: practical logistics of spaces and highways and licensing; Actually, it makes the SF arrangements <u>interesting</u> when it does <u>not</u> necessarily want to be <u>centrally controlled</u> and developed; We all know where the private sites are. We need a plan for <u>publically owned sites</u>; It would be great if <u>community operators, entrepreneurs</u> and <u>innovative</u> [experts] can get <u>involved</u> rather than always being centrally coordinated. 	<ul style="list-style-type: none"> The <u>consumer</u> is the key because the operator is chasing the consumer and the consumer is looking at the operator creating the <u>innovative</u> events (a loop and a balance act in the middle); SF is about creating a <u>platform</u> for operators to come and use streets. 	–
F	M	<ul style="list-style-type: none"> There is <u>no planning options</u> available. 	– <u>Not enough local partners</u> .	–	<ul style="list-style-type: none"> Do not give anyone all the <u>manipulation</u>. Give them everyone three-week windows and they get a <u>chance to perform</u>. <u>Learn from others</u>: in London there are a lot of concepts like the shipping containers, the truck yards and kind of places; I think the Council should come up with something <u>permanent for rent or sale</u>. 	<ul style="list-style-type: none"> Using <u>multiple functions</u> of food and <u>operators</u> to have the best performance and to grow. 	–
G	M	–	<ul style="list-style-type: none"> There are commercial <u>limitations</u>: conflict with other outlets. 	–	<ul style="list-style-type: none"> We are going <u>where the doors are open</u> (lobby or financial support); Cardiff has <u>Silver Awards status</u> and <u>Sustainable Food Cities</u>; There are <u>vendors</u> who like to work with us; SF does <u>not</u> require a <u>huge amount of money</u>; There is a <u>focus on SF at the Council</u>; We (the Council) are very much <u>facilitating and enabling</u>. 	<ul style="list-style-type: none"> There are many options but it is better to negotiate into <u>smaller and more manageable projects</u>. 	–
H	S	<ul style="list-style-type: none"> <u>Land ownership</u>; More <u>restrictions around popular areas like city centre</u>. 	<ul style="list-style-type: none"> Sometimes the <u>existing outlets</u> want to protect their own businesses against the new stalls (like at the indoor market); Having <u>enough [good] vendors</u> to go on the sites; Concerns around the <u>revenue of SF</u>; 	<ul style="list-style-type: none"> There are <u>not many place options</u> at the <u>centre</u>. 	–	<ul style="list-style-type: none"> We can <u>try a limited site</u> and <u>small risks</u>; We have looked at <u>mapping our different activities</u>; To have food market regularly, then bigger events that might happen every week or every month, and food festival which might be every sunny months 	<ul style="list-style-type: none"> Need for <u>provision stalls across the centre</u>: It's for picking up your lunch.

Themes		Main theme: limitation for SF plan			Solutions and potentials		
Interviewee	Sector	Governmental	Socioeconomic	Physical	Governmental	Socioeconomic	Physical
			<ul style="list-style-type: none"> Some types of <u>food activity</u> do <u>not match</u> some events and audiences. For example we cannot have farmers' market for 97000 rugby match fans; <u>Brexit</u> affects people's <u>purchasing power</u> and they might cut down the healthy and sustainable food options (slightly more expensive); There is not anyway to go to get <u>fresh fruit and veg</u> in <u>city centre</u> except for 1-2 small places. 			[categorising <u>different scales of SF activities</u>].	
I	S	<ul style="list-style-type: none"> You <u>need right players</u> who have an interest in SF and actually they have not expressed it in terms of planning work; I am not <u>aware</u> of how SF event in specific sites of the city are planned [by the SF <u>operators</u>]; The stalls only have to comply with basic food <u>hygiene</u> as the only <u>criteria</u>; There is not any <u>proper SF planning</u> taking place in Cardiff; There is <u>no quality control</u> on SF, particularly on vendors; 	<ul style="list-style-type: none"> <u>Vendors go around randomly</u>; We do <u>not have many people</u> who offer <u>good food</u> (healthy, environmental friendly and good quality) on the streets. 	–	– <u>Support and coordinate</u> <u>good food</u> across the city.	– Cardiff Council is trying to <u>facilitate</u> vendors' work, whom are offering healthy and environmental options.	–
J	S	–	–	– The available <u>space</u> to <u>deliver</u> the complete SF <u>potential</u> .	– We are looking for " <u>newness</u> " and encourage <u>local</u> entrepreneurs.	–	–
K	S	–	–	<ul style="list-style-type: none"> <u>Appropriate spaces</u>; Impact, in some cases, on <u>transport</u>; The <u>weather</u> means it is quite a seasonal activity. 	–	–	– The <u>weather</u> barrier can be mitigated by the use of <u>indoor</u> spaces (e.g. The Depot).

Q 2-6: There will be 2 pilot street food projects in Cardiff; what is your idea about them?

Themes		City Road				Cathays Park			
Interviewee	Sector	Location	Audience	stakeholders	Other comments	Location	Audience	stakeholders	Other comments
A	CS	<ul style="list-style-type: none"> A lot of <u>traffic</u>; A lot of <u>buses</u>; I wouldn't sit and eat on City Road outside [<u>negative</u>]. 	<ul style="list-style-type: none"> A <u>major student community</u>; A lot of <u>footfall</u> (students and residents) 	–	<ul style="list-style-type: none"> I am not sure how it is going to work [<u>doubt the attractiveness of the site</u>]; It is worth giving it a <u>try</u>! 	<ul style="list-style-type: none"> Much <u>nicer place to sit and eat</u> and look around; It is <u>not a bus route</u>; 	– <u>Doubt</u> about enough <u>footfall</u> .	–	<ul style="list-style-type: none"> That would be <u>lovely</u>! CR and CP are <u>extremes</u> [<u>challenging</u>]; Try it as a <u>pilot</u> project! <u>Alternatives</u> (pleasant and popular places): Hayes and Queen's Streets, St. Marry Street, around the Castle (but there is a bit of traffic), Bute Park, Cardiff Bay and Mermaid Quay
B	CS	–	–	–	–	<ul style="list-style-type: none"> <u>The whole idea of pop-up is rather random</u>; The <u>green space</u> has not been <u>touched</u> in the past, it does not mean we cannot touch it: how to use it and who is right to decide? 	<ul style="list-style-type: none"> The large <u>number of students</u>; A <u>progressive students' union (SU)</u>; It would be really <u>beneficial</u> to old parts of community; 	<ul style="list-style-type: none"> A great opportunity for the Council to work in <u>partnership</u> with the university and SU; I do not know if the <u>governmental buildings</u> will be <u>involved</u>; 	<ul style="list-style-type: none"> Probable <u>financial difficulties</u> for food providers around the area: We <u>work together</u> rather than <u>compete</u> against each other; Mostly needs the <u>health and safety regulation</u>;

Themes		City Road				Cathays Park			
Interviewee	Sector	Location	Audience	stakeholders	Other comments	Location	Audience	stakeholders	Other comments
						<ul style="list-style-type: none"> – “Right to the city” & “right to landscape”; – Planning system is there to <u>facilitate</u> development <u>not to prevent</u> it; – people within City Council and WG need to <u>lead rather than follow</u>; – What would happen if the <u>guerrilla gardeners</u> get into those spaces before the City Council gardeners? 	<ul style="list-style-type: none"> – It might be <u>sophisticated</u> enough to <u>attract</u> staff within the university, the WG and City Hall 	<ul style="list-style-type: none"> – If you are proposing <u>change</u>, some people would be <u>excited</u> about change and some others would feel <u>threatened</u> about change; – there is a slight <u>danger</u> that you <u>over-regulate</u> and put off people doing 	
C	CS	<ul style="list-style-type: none"> – It <u>looks</u> a bit <u>rough</u>; – <u>Enough/constant footfall</u>; 	<ul style="list-style-type: none"> – On the City Road there are 4-5 quite <u>big student developments</u> coming up; – Maybe you can provide some sort of <u>incubation spaces</u> [for start-ups] on City Road; – Needs an <u>opener mind</u> to find it a good <u>destination</u>; – Because of <u>distance</u> and <u>heavy traffic</u> it is hard for people to get there; – [We can help] people recognise that City Road is based on their immigration. A <u>multi-cultural event</u> that respects freedom and democracy; 	<ul style="list-style-type: none"> – There is an <u>ethnic tension</u> there; – The <u>solution</u> of tension is <u>financial</u>; 	<ul style="list-style-type: none"> – We need to <u>sell it</u>: you need footfall, urban facilities, work on urban spaces and also a gateway to the road; – The <u>gateway</u> can be the future train station on Crwys road [which has a junction with City Road in Northern end]; – Curry Mile (Rusholme Mile) in Manchester: a <u>good experience</u>; – There is an <u>idea</u> by entrepreneurs for street food festival on City Road, called “eat the world”. A car-free day; – City Road <u>message</u>: there is no sense of British food. All the food is gathered from somewhere else- A <u>political metaphor</u>. 	<ul style="list-style-type: none"> – This place is <u>not 24/7</u> (it is cut-off and kind of <u>island</u>). 	<ul style="list-style-type: none"> – <u>Footfall</u> depends on <u>students</u>; – You can change the <u>bus route</u> and make people cross here; – I think <u>weekday</u> is better because you would get more people and in the weekend you might find there is nobody here. 	<ul style="list-style-type: none"> – It will <u>lose</u> the sense of <u>organic bottom-up event</u> in the Council over-regulate it. 	
D	CS	<ul style="list-style-type: none"> – It is <u>not within our projects</u> at the moment because <u>City Road</u> is not seen as city centre <u>either</u>; 			<ul style="list-style-type: none"> – I am <u>not</u> so up to <u>speed</u> on what can be planned in City Road; – The <u>potential</u> for that project is a more kind of an <u>annual event</u>: fixed, permanent or semi- permanent. 	<ul style="list-style-type: none"> – <u>Scenario</u>: tremendous opportunity for arriving in the morning, grabbing a cup of coffee, having breakfast through to coming out, having a place to meet at lunch and shopping on the way home. 	<ul style="list-style-type: none"> – It would be very interesting to do bit of a <u>survey</u> within the university sides and the WG sides about the <u>timing and offering</u>. 		<ul style="list-style-type: none"> – My <u>focus</u> would be on the <u>food and veg</u> side.
E	M		<ul style="list-style-type: none"> – It could be a great <u>promotional tool</u> for people who cannot be at the restaurants; 	<ul style="list-style-type: none"> – CR is renowned as having <u>the most diverse world collection of foods</u>; – It is <u>odd</u> if it is only going to be those <u>restaurant owners</u> go out to the street to showcase their food; – It might create a bit more of <u>partnership</u>. 	<ul style="list-style-type: none"> – These projects are <u>obviously</u> a <u>centrally controlled</u> one for the Council trying to use public space; 	<ul style="list-style-type: none"> – Definitely we have got <u>potential</u> (the university, green space, the office workers and Welsh Government) here for some of the <u>events</u>; 	<ul style="list-style-type: none"> – BUT just because you put an event where there is people, it does not mean that they are going to your event (<u>having event ≠ footfall necessarily</u>); 		
F	M	<ul style="list-style-type: none"> – <u>Away</u> from the <u>city centre</u> and <u>transport stations</u>. 	<ul style="list-style-type: none"> – The <u>client</u> is <u>poor</u> and maybe the clientele is the reason the <u>quality of food</u> is not getting better. 		<ul style="list-style-type: none"> – The <u>quality of offers</u> on City Road is quite poor. 	<ul style="list-style-type: none"> – It is a <u>key area</u> in the town; – If you make Cathays Park a <u>destination</u>, there is a massive <u>influence</u> out because of city centre and public transport stations. 			<ul style="list-style-type: none"> – Cathays is a <u>good option</u> but <u>so much setup</u> has to be done there.

Themes		City Road				Cathays Park			
Interviewee	Sector	Location	Audience	stakeholders	Other comments	Location	Audience	stakeholders	Other comments
G	M	– I don't know it!				– <u>Alternative</u> : weekly farmers' market at car park area of the main building [campus]; – The majority of <u>footfall</u> for the campus is main building and the Student Union	– I think it is <u>great</u> ! If students and staff can <u>access</u> it even it is better; – I added <u>vibrancy</u> to the campus and added to staff and students' <u>experience</u> by establishing a farmers market in another campus area.	–	– I am setting up street food on campus;
H	S	–	–	– I think this would be <u>about those restaurant</u> to get involved; – We have some <u>good experience with those restaurateur</u> .	– It is a good area but needs a bit of <u>regeneration</u> as it looks a bit rough.	– A <u>big</u> area; – There are not many good places to buy lunch or coffee around. So, there is a <u>demand</u> .	– Students want something a bit <u>cheaper</u> but quite open to <u>experiencing</u> different foods and more <u>sustainable and local</u> ; – <u>Academics</u> can spend more <u>money</u> ; – We can <u>involve</u> : students, staff, WG offices, City Hall, the museum, The Royal College of Music and Drama, police office and the Law Courts.	– Need to <u>convince</u> the outlets inside the buildings to work with us or do not feel threaten;	– Better to be a <u>weekday</u> event. Weekend is dead around there.
I	S	– <u>In front of the shops is not suitable</u> . You would need a <u>separate place</u> ; – There is <u>no physical open space or square</u> ; – It is not possible to <u>block</u> the whole <u>road</u> because: 1. it is an <u>artery road</u> ; 2. there are so many <u>objections</u> on the local restaurants; and 3. The restaurants <u>rely</u> on passing people; – For an event or a festival you might be able to block the road: <u>car-free day</u> .	–	– We know some of the restaurant owners, we are happy to support them with some <u>officer time</u> but we do not have <u>funds</u> to put into it; – There will be a <u>conflict</u> between shop owners and the newcomer;	– City Road has got some <u>local entrepreneurs</u> and we are looking at some <u>public sector improvement</u> which may last to SF or may not;	– It has got <u>plenty of space</u> and we would love to activate it. It is a kind of university's gift.	– It can be <u>lunch-time</u> kiosk for officers who does not have canteen inside the building, students, staff and other people.	– There are some negotiations going on with the VC of the university about how to manage the <u>competition</u> between SF stalls and their own catering; – The university is <u>the most important actor</u> to manage the project;	– Following our very exciting meeting [with my supervisor and me in January], we would love to get into a sort of <u>planning phase</u> with the university but it have not taken further that meeting.
J	S	–	–	–	–	–	–	–	– Cathays Park could be used for food <u>festivals</u> and developing the idea of <u>street food and sustainability</u> .
K	S	– These are great <u>additions</u> to Cardiff's <u>food offer</u> ; – Provide a <u>unique offer</u> for residents; – It should <u>not</u> be <u>overlooked</u> . Projects such as this represent things that people enjoy, so it should <u>not</u> be looked at from a <u>purely economic or health perspective</u> (though both could be <u>measured</u> !)							

----- THE END -----