

# **Make a Meal of It**

**Transition Bro Gwaun**

**Pembrokeshire, Wales**

**May 2017 - June 2018**

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# Introduction and Overview

## Make a Meal of It in Pembrokeshire

The [Make a Meal of It](#) project was led by [Transition Bro Gwaun](#) (TBG) which is based in Fishguard & Goodwick, Pembrokeshire, Wales. TBG is a grassroots organisation which supports communities to move towards greener futures. TBG's Surplus Food Project began in 2011, leading to the opening of [Transition Cafe](#) in June 2013. The cafe was open to everyone and used surplus food from local shops, businesses and people to make affordable, healthy meals. In November 2017 Transition Cafe [closed](#), as the building it was in was due to be demolished.

The Make a Meal of It project aimed to build on the award-winning awareness raising work done at Transition Cafe in Fishguard to support people across Pembrokeshire to reduce household food waste. The project was made possible with a grant from Sainsbury's Waste less, Save more scheme and Welsh Government and European Agricultural Fund for Rural Development LEADER funding. Pembrokeshire County Council gave support and advice to assist the project.

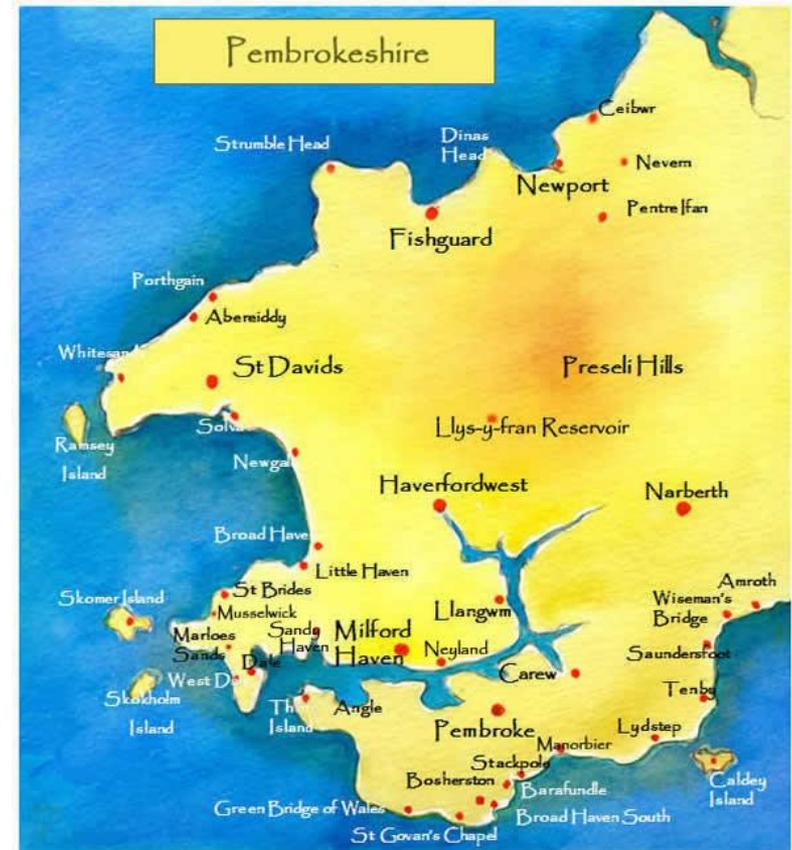
Many people engaged with the project throughout the year, and some of the actions and activities will continue once the funding has ended. Two part-time staff developed the project and they were very well supported by an experienced team of volunteers from Transition Cafe and also attracted new volunteers. The team of volunteers will continue to run [Fishguard & Goodwick Community Fridge](#) and other activities in their communities.



# Area demographics

Pembrokeshire is a peninsula on the South West coast of Wales. The county is geographically large with a small population of 125,000 living in towns and villages, in coastal and rural locations. There is little ethnic diversity, with 98% of residents identifying as white. Welsh and English are both spoken, with Welsh-speakers concentrated in the north of the county.

Employment across the county is similar to Welsh and UK averages, self-employment is slightly higher than average and much tourism-based and agricultural work is seasonal. Whilst parts of Pembrokeshire are affluent, there are areas of extreme deprivation.



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# Summary of activities

With a number of different elements to our Make a Meal of It project we aimed to reach a wide audience and to effect behaviour change across Pembrokeshire to reduce food waste.

From our experience we know that food waste can be a controversial subject. Most people can identify how others should reduce waste. However many do not consider themselves wasteful and are reluctant to consider how they may reduce food waste at home.

Make a Meal of It engaged with people in a variety of settings and in innovative and non-judgemental ways. The focus was on engagement, eating and enjoyment.

- Cookery workshops – for adults, children and families at events and with groups around Pembrokeshire.
- Make a Meal of It Mission – a school food waste audit tool and resource pack.
- Fishguard & Goodwick Community Fridge – open 6 days a week, for everyone to use, distributing surplus food from local shops, businesses and people.
- Eco Action Games – fun activities with interesting facts to start discussions about food waste and top tips to reduce food waste. Used at events, schools and with groups.



# Highlights

- **Fishguard & Goodwick Community Fridge** is the first of its kind in Wales. Established from Transition Cafe (a surplus food cafe), the community fridge has attracted a diverse range of new volunteers and customers from across our community.
- **Cookery workshops** have brought together generations and have been enjoyed by children, young people, retired people and families. Some workshops have focused on trying new foods for the first time and others encouraged learning, sharing and improving cookery skills.
- **Schools have welcomed us** and pupils have been involved in reducing food waste in their schools. **Youth groups** have invited us to lead sessions about food waste reduction and **young people** have contacted us directly for support and advice about using surplus food and reducing food waste for coursework projects.
- **Across Pembrokeshire** food waste reduction initiatives are opening. Being able to visit and get advice from the Make a Meal of It project has been a boost for many of these new initiatives.

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# Make a Meal of It

## Results

A photograph showing four hands of different skin tones holding four bell peppers of different colors: green, yellow, orange, and red. The hands are arranged in a circle, each holding one pepper. The background is a solid teal color. The text "Make a Meal of It Results" is written in large white font across the top, and "Cookery workshops" is written in a smaller white font below it.

# Make a Meal of It Results

## Cookery workshops

# About the cookery workshops

To reach a wider audience cookery workshops were run in conjunction with other organisations and groups.

Cookery workshops were held in a variety of settings, from a catering standard cafe kitchen to outdoor events.

Most cookery workshops used surplus ingredients from Transition Cafe or the community fridge.

The cookery course focused on cookery techniques, whilst one off workshops encouraged trying different foods and dialogue about food at home e.g. buying, cooking, storage and eating.

Making food tasty was always important!



# Methodology

## Cookery course at Transition Cafe

Previously, two one-off pilot workshops had been held.

1 x 4-week course run in collaboration with Learning Pembrokeshire. The local authority's adult education programme promoted the course and managed bookings.

The course ran over four consecutive weeks, 5-7pm in the evening.

Recipes made use of often leftover and/or wasted foods, for example potato peel crisps, Glamorgan sausages made from breadcrumbs and banana nice-cream.

Participants prepared snacks and a 2-course-meal each week using surplus ingredients.

Each week participants sat down to share the meal together, and took home any leftovers.



# Key findings

## Cookery course at Transition Cafe

From the **end of course evaluation**, completed by four of the five participants:

- Four agreed the cookery classes and ideas discussed would help them **reduce food waste at home**, three agreed they would also **save money** and three agreed that they knew more about the issue of **food waste**.
- When asked what action(s) they have taken/will take to **reduce food waste at home** participants replied,
  - ‘Use ripe bananas to make ice-cream, cook squash seeds, cook potato peelings’
  - ‘Save food, use leftovers’
  - ‘Used over-ripe bananas. Tried to think what I've got in fridge/ cupboards and use it up’
  - ‘Cook and bake foods that we would have thrown out’

# Feedback from participants

## Cookery course at Transition Cafe



### Participant feedback

*"Fab course - really enjoyed. Thank you."*

*"Thanks for the course it was very fun."*

**What did you enjoy most about classes? Do you have any suggestions to improve them?**

*"Making new friends. Cooking things I hadn't cooked before."*

*"Eating new foods."*

*"Spending time with my son and meeting new people."*

*"Learning how to make new dishes. No I enjoyed all of them even if I did not finish [eat] all the dishes."*



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# Recommendations

## Cookery course at Transition Cafe

- Participants enjoyed the communal cooking followed by sharing a meal.
- Some participants had expected a more formal 'lesson' with all participants following the same recipe to cook a dish each. Clearer communication in the course description would help prevent this misunderstanding.
- The more informal session delivery encouraged sharing of recipe ideas and cookery skills between participants.
- The mix of generations (teenagers to retirees) and backgrounds gave a rich diversity of prior experience and knowledge.
- The 4-week cookery course was not repeated as the venue (Transition Cafe) was no longer available and another venue could not be found to meet the budget, dictated by the course fees. Practical cookery courses have higher costs than most adult education courses due to ingredients and catering room hire.

# Methodology

## Pre-school family group

Transition Bro Gwaun staff and volunteers ran regular monthly food based sessions with a family group at a youth centre. The family group is for young adult parents and their pre-school children.



Sessions focused on exploring and tasting foods.

Activities were safe and suitable for babies and children up to 4-years-old with adults supervising 1-to-1.

Recipes focused on tactile skills such as mixing and shaping bread dough and pizzas, making fruit and vegetable kebab sticks, whizzing up hummus and making oatcakes.

The food made was shared for lunch.

Recipes and ingredients were available for families to take and make at home.

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# Feedback from participants

## Pre-school family group, feedback about bread making session

*“From a **playworkers point of view** it was really great seeing the tots and the parents getting really stuck in. Even one of the youngest of the group, still a baby really, enjoyed playing with the dough. Some of the tots and parents tried food they hadn’t tried before and liked it. It was a first for all of them as they had never made bread before.”*



**A 3 year old** said she had fun and she won’t let anyone eat one of the animal bread rolls she made with mum!

**From a mum,** “Really good, tasted nice and great fun for the kids.”

**Another mum said,** “We had a brilliant time really enjoyed making the bread and it was tasty!”

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# Key findings and recommendations

## Pre-school family group

The focus of the cookery sessions with the pre-school family group was to:

- Demonstrate how to make quick, healthy family meals and snacks at home
- Engage parents and children in practical cookery activities together
- Encourage parents and children to taste a variety of foods

The sessions were often lively and parent participation was variable, additional adult volunteers were essential to ensure all pre-school children were supervised one-to-one (cooking was done by adults in the adjoining kitchen e.g. baking and using hob). Parents and children suggested the recipes they would like to make and a variety of topping/flavouring ingredients were available – encouraging everyone to get involved. The shared lunch of the meal/snack meant children and parents could try the foods, they weren't always to everyone's taste but even this led to stimulating discussions! The pre-school family group sessions will continue beyond the funding period, led by volunteers who were trained during the project.

# Methodology

## One-off workshops and cookery demonstrations

Throughout the year we ran one-off cookery workshops around Pembrokeshire.

We were invited to run workshops at events, such as family fun-days, festivals and with the Scouts.

Recipes were chosen to suit the venue, for example non-cook recipes when in the middle of a park/field.

Recipes featured ingredients of often leftover and/or wasted food.

Participants ate or took home the food they prepared, along with the recipe.

Cookery demonstrations were more suitable for some events, with the audience invited to taste the dishes and take home recipes, see a short-film from Narberth Food Festival [here](#).



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# Feedback from participants

## One-off workshops and cookery demonstrations



I thought I did a lot to not waste food but there's even more I could do.

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Thank you for telling my son that best before dates don't mean food has to be thrown away, he never listens to me!

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# Key findings and recommendations

## Cookery workshops

### Running cookery workshops

- Cookery workshops can be run in a variety of venues/events and with all ages, however recipes must be suitable for the facilities available and age/ability of participants.
- Experienced staff and/or volunteers are key to running safe and successful cookery workshops. Training volunteers and developing clear easy to use recipes and checklists ensures workshops can continue once funding for paid staff finishes.
- Recipes which focus on using leftovers and/or often wasted ingredients provide a good talking point to discuss the issue of reducing food waste at home and sharing top tips.

### Highlights

- Cookery workshops were popular with all ages.
- Participants shared advice and considered the issue of household food waste from different perspectives.



A photograph showing four hands holding several bell peppers of different colors (green, yellow, orange, and red) against a solid teal background. The hands are positioned around the peppers, with some holding them from the sides and others from the bottom. The text is overlaid on the image in a white, sans-serif font.

**Make a Meal of It Results**  
Make a Meal of It Mission for  
schools

# About Make a Meal of It Mission for schools

The schools Make a Meal of It (MaMol) Mission is an extension of Sainsbury's Fab Food schools resource.

The MaMol Mission has been developed specifically for primary schools in Pembrokeshire, however it may be used more widely and in non-school settings.

Written by experienced teachers with expertise of both Pembrokeshire schools and food waste reduction.

The resource and supporting material are available in both English and Welsh (Cenhadaeth Gwneud yn Fawr o'n Bwyd).

All resources and support materials are available on Transition Bro Gwaun's [Make a Meal of It](#) webpage.



# Methodology

## Make a Meal of It Mission for schools



Written and developed by Dr Verity Jones, [Enhanced Learning for All](#) and Corinne Castle, Transition Bro Gwaun, with Welsh translation by Elin Meek.

Piloted in two Pembrokeshire primary schools.

Schools conducted a school food waste audit at the start, pupils then learnt about food waste, developed and implemented their own action plan before conducting a second school food waste audit to measure the impact of their actions.

The resource contains activities, ideas and materials to consider food waste in a number of subject areas and allows pupils to practise various learning skills, as recommended in the Welsh curriculum (current and the incoming curriculum).

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# Feedback from participants

## Make a Meal of It Mission for schools

*“The children particularly enjoyed researching where foods came from and the food tasting activity. The rubbish sorting activity was very useful as pupils had little knowledge about this and it has had a real impact what they do at home. I would recommend the project to others and would be happy to teach it myself to following year groups.”*

Carli Wheeler, teacher, Stepside School



Mr Pearce's class, Narberth School

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# Key findings and recommendations

## Make a Meal of It Mission for schools

It was anticipated that the schools would need support from the authors during the pilots but the teachers and pupils used the resource successfully with very little support.

In both pilot schools school food waste reduced a little, between 1-10g per day/per pupil.

A case study of Narberth School's Make a Meal of It Mission is available on Transition Bro Gwaun's [Make a Meal of It](#) webpage, along with short-films produced by pupils from Stepside School.

Schools participating in schemes such as Eco-Schools, Healthy Schools and Pembrokeshire's Sustainable Schools will find many resources in the Make a Meal of It Mission which could help them to achieve their awards. The resource has been shared with the relevant organisations who will continue to promote it in schools.



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**Make a Meal of It Results**  
Fishguard & Goodwick  
Community Fridge

# About Fishguard & Goodwick Community Fridge

Fishguard & Goodwick Community Fridge is part of Hubbub's [Community Fridge Network](#).

Initially established in the foyer of Transition Cafe (a surplus food cafe run by Transition Bro Gwaun), the community fridge was set up by staff and volunteers, and stocked with excess food the cafe could not make use of. When Transition Cafe closed new premises were sought for the community fridge.

Following the successful pilot at Transition Cafe the community fridge was relocated to a purpose built shed next to Abergwaun Gateway Club (to where Transition Bro Gwaun relocated).

The community fridge is located in a residential area on a busy lane which is used by many local people - children, families and young people going to and from school, people visiting the leisure centre and adult education centre as well as dog walkers and others.



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# Methodology

## Fishguard & Goodwick Community Fridge

To measure the impact of the community fridge we have three sources of data:

Surplus food donations are weighed and the supplier and use by dates (if applicable) are recorded (*this data is also required for our stock-keeping records*).

Community fridge users are asked to list the food they take (not the weight). This information gives an indication of the items collected from the community fridge and the number of users.

The total weight of food that is disposed of from the community fridge (*food may be disposed of if it is not suitable for the community fridge or because it is not safe to eat*).



[Karel Mujica Photography](#)

# Key findings

## Fishguard & Goodwick Community Fridge

- Nearly all the donated food comes from local food businesses, with a small amount coming from individual donations.
- The total amount of donated food has fluctuated *each month*, varying from 388kg to 523kg.
- The volume of donated food not collected (disposal from the fridge) was less than 11% between November – March.
- Entries on the ‘logging out’ sheets indicated that between 2 - 22 people per day collected food from the community fridge in March.
- 1.7 Tonnes of food was used by members of the local community in the first five months of Fishguard & Goodwick Community Fridge opening.
- Between November and April the Community Fridge prevented 2.27 tonnes of food from being wasted, giving an equivalent CO2 saving of approximately 9 tonnes.

A detailed case study and further information is available on Transition Bro Gwaun’s [Community Fridge](#) webpage.



# Recommendations

## Fishguard & Goodwick Community Fridge

- Having a range of food suppliers helps to ensure regular, quality food donations.
- The motivation for our community fridge is to save carbon by ensuring good food gets eaten and not thrown away.
- The community fridge is for everyone to use, regardless of 'need' – it's the food that needs eating! By encouraging universal use of the fridge any potential stigma is reduced for people living in poverty.
- Active promotion informs the community about the community fridge, how to use it and volunteering roles.
- Remaining adaptable allows the community fridge to become a resource that best fits its community.
- Being part of Hubbub's Community Fridge Network provides an invaluable sharing platform for Community Fridge projects across the UK.
- Asking for donations &/ fundraising ensures the continuation of the community fridge.



[Heather Birnie Photography](#)

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A photograph showing four hands of different skin tones holding four bell peppers of different colors: green, yellow, orange, and red. The hands are positioned around the peppers, with some holding them from the sides and others from the bottom. The background is a solid, bright teal color. The text "Make a Meal of It Results Eco Action Games" is overlaid in white, bold, sans-serif font across the center of the image.

**Make a Meal of It Results  
Eco Action Games**

# About Eco Action Games

[Eco Action Games](#) say,

‘Our mission is to save the planet through fun & games, not gloom & doom.

We believe engaging people in environmental fun and games is a new, fresh, positive approach that has potential to reach sectors of society that have been previously turned off by the traditionally depressing, environmental messaging of old.’

We purchased the food waste themed:

- Giant Toppers and individual Toppers
- Giant Snakes and Ladders
- Bingo



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# Methodology and findings

## Eco Action Games



We used the games when we attended events, ran activities in schools and with groups.

The games were a fun way to introduce the concept of food waste reduction and proved engaging for all ages.

We have loaned the larger games to other groups, they are self-explanatory and hard wearing.

The individual packs of food waste toppers have been prized by children and young people who engaged in our projects.

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**Make a Meal of It Results  
Media**

# Media



Fishguard & Goodwick Community Fridge opening at Gateway, February 2018, with Deputy Mayor Cllr. Jordan Ryan

- [http://www.westerntelegraph.co.uk/news/15365246.Making\\_a\\_meal\\_of\\_it\\_at\\_Transition\\_Cafe/](http://www.westerntelegraph.co.uk/news/15365246.Making_a_meal_of_it_at_Transition_Cafe/)
- [County Echo 'Fridge in the Foyer opens next Tuesday'](#)
- [County Echo 'Community fridge hailed a success after its introduction'](#)
- [Western Telegraph 'Goodbye to award winning community cafe but hello to Wales first community fridge'](#)
- [Transition Cafe June 2013 - November 2017](#) (short film)
- [Jwrnal 'Fishguard and Goodwick Community Fridge: Corinne, Amy and a team of volunteers reducing surplus food waste in Pembrokeshire'](#)
- [County Echo 'Community fridge re-opens at Gateway'](#)
- [Western Telegraph 'Community make over gives Fishguard's Abergwaun Gateway Club a new look'](#)
- [Fishguard & Goodwick Community Fridge Facebook](#)
- [Fishguard & Goodwick Community Fridge Instagram](#)

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# Make a Meal of It

## Analysis

# What worked

**Cookery workshops** – were run in collaboration with other groups and at events. This allowed access to a wider audience than had been attracted to previous activities run by Transition Bro Gwaun.

**Fishguard & Goodwick Community fridge** – developed from an existing surplus food cafe with a good network of volunteers. The staffed role of a Food Saver Champion (FSC) was essential to research, pilot and manage the set up of the community fridge. The FSC trained volunteers and wrote how-to guides to ensure the volunteers could manage the community fridge once funding for the paid staff role finished.

**Make a Meal of It Mission** – the resource was researched and written by experts in their fields of food waste reduction and Welsh primary education. The information contained is relevant and easy to use by the teachers.

**Eco Action Games** – were valuable to engage a wide audience and stimulate discussions about reducing food waste, both children and adults found them fun.



# Lessons for the future

From the outset consider the **legacy and sustainability** of the project(s) if the intention is for it to continue when grant funding finishes.

If ongoing funding will be needed, for example running costs of a community fridge, develop a **fundraising strategy** from the set-up stage. This could be a donations box or getting volunteers and/or other groups to fundraise for the community fridge.

Find ways to link with other community groups to **increase influence** – this will have a greater impact on behaviour change to spread the message of food waste reduction wider. For example, link with youth groups, schools and WI groups.

Participate in existing events to **'piggy-back'** and reduce the amount of organisation required, for example at local fairs and community fun days.



# Conclusion

Transition Bro Gwaun is grateful for funding from Sainsbury's and LEADER, and support given by Hubbub. We are confident that the initiatives we set up will continue beyond the funded period.

Fishguard & Goodwick Community Fridge is well used, with people popping by throughout the day, from work and school, others visiting on their way home from the leisure centre. Some visitors are surprised how much good food would have been wasted had it not been placed in the community fridge. Inspired by our example, there are plans for ten more community fridges across Pembrokeshire.

Young people are interested in this issue of sustainability and how it affects them and their future. A number of people contacted the project directly for advice and information, following our support a Pembrokeshire College student said, 'You've by far been the friendliest and most helpful I've contacted so far.'

Our Make a Meal of It Mission schools resource, and volunteers working with local youth and family groups, will support children and young people to find out more and take action in ways that impact on their lives.

Final thanks go to the trustees, staff and volunteers of Transition Bro Gwaun. Their joint dedication, time and energy have delivered these projects successfully.

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