



**Food leadership in the public sector and the community**

Louise Denham

Food Vale Coordinator – the local food partnership in the Vale of Glamorgan, part of the Sustainable Food Places Programme  
Participant of My Food Community 2022

# My Food Community

- Designed to inspire and support members to:
  - **Build knowledge:** learn together and individually, and access resources
  - **Connect with others who champion good food:** in your community and across the UK
  - **Develop leadership skills:** take action and lead positive change for good food in your community
- Learning and inspiration sessions, leadership development masterclasses and self-led activities
- Included personal coaching, a Community Action Project grant and an online platform



# 1. Leadership can be many things

- Theories of Leadership have evolved –early ideas of a ‘born leader’ to lived experience perspectives which broaden definition of who can be a leader
- We don’t need extroverted charismatic traits to practice leadership
- Comes in many shapes and sizes - what does it mean for me and who I am.
  - Collaborating with others with different leadership styles, for different situations
  - Approachable, non-judgemental
  - Shared airspace
  - Not consistent!







**Good Food Video Competition!**  
March 17 @ 8:00 am - March 27 @ 5:00 pm



**Microgreen Workshop with Victoria Primary School**  
March 17 @ 8:00 am - March 18 @ 5:00 pm



**Chatty Cafe and Seed Swap Llantwit**  
March 17 @ 12:30 pm - 2:30 pm



**Penarth Seed & Plant Exchange**  
March 19 @ 10:00 am - 12:00 pm



**An Introduction to Urban Foraging with Welsh Wild Food**  
March 20 @ 1:00 pm - 2:30 pm



**Equinox Garden Tour @ Coed Hills with Ediculture**  
March 22 @ 4:30 pm - 6:30 pm



**Foraging Walk at Coed Hills with Ediculture**  
March 24 @ 4:30 pm - 6:30 pm



**Microgreen Farmers Market at Victoria Primary School**  
March 25 @ 12:30 pm - 3:30 pm



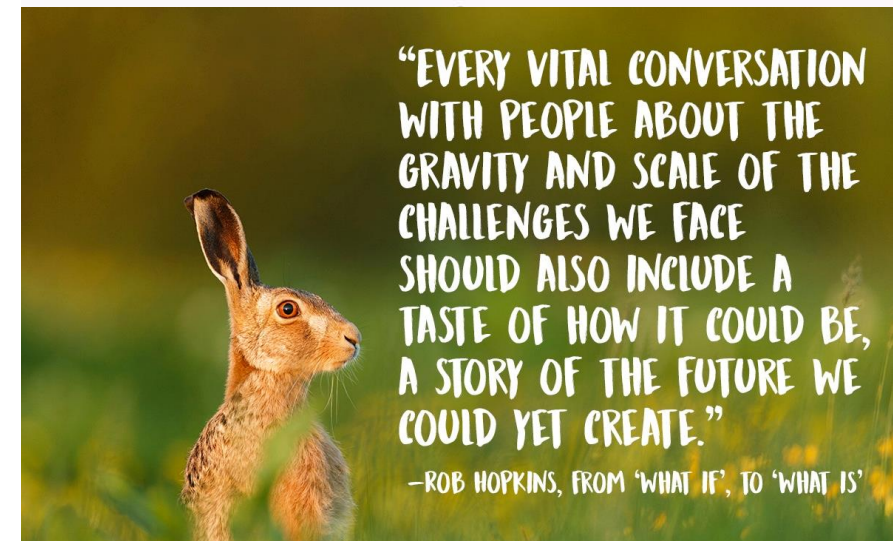
**The Big Barry & Cowbridge Seed Swap @ Awesome.Wales and Ediculture**  
March 26 @ 1:00 pm - 3:00 pm



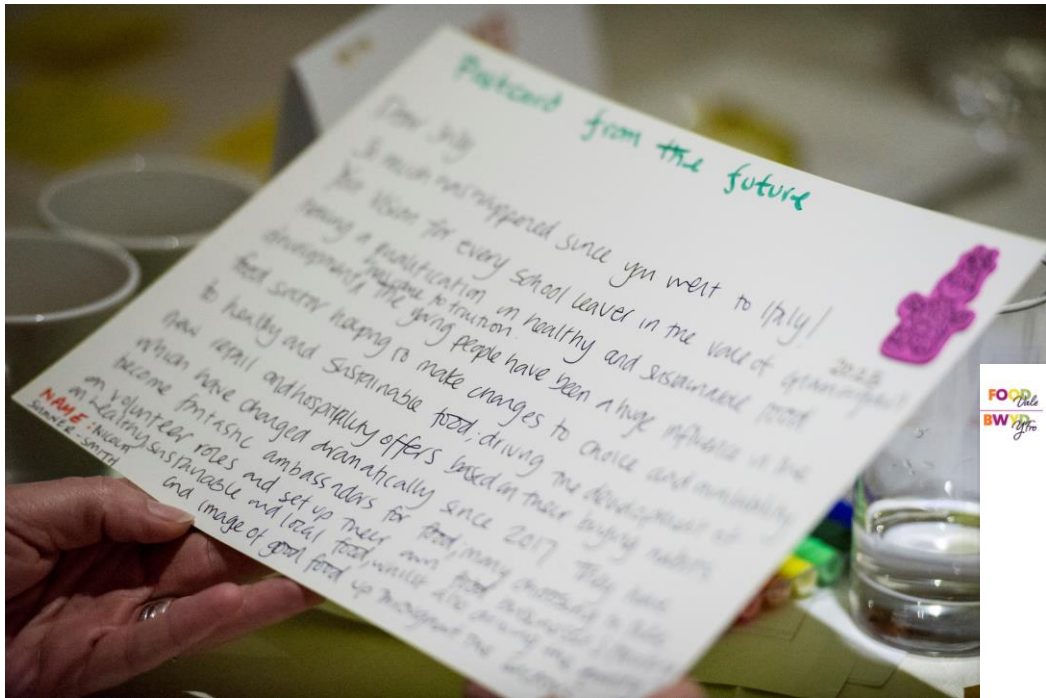
## 2. Language & stories

- “Citizen shift” – shift needed to create a participatory culture.
- Moving from ‘*consumers*’ to ‘*citizens, members, residents, community...*’
- Language that:
  - Is inclusive
  - Triggers collective thinking
  - Emphasises power and agency
- The power of stories (rather than facts) – focusing on love rather than loss

Consumer language	Citizen language
To/ For	With
Us and them	We
Rights	Purpose
Demand	Participate
Receive	Shape/Adapt
Choose	Create
Serve	Facilitate
Inform	Converse
Comply	Endorse
Hierarchy	Platform
Transactional	Collaborative
My gain	Shared success







Food Vale | Bwyd Y Fro @thevalefood · 30s

The More Than Food hub aims to build a stronger local community so that we can all have a more connected, happy & healthy life 🍲💚🌱🥗

Come and join in the next one on 17th November, 12.30-2.30 at CF61, Llantwit Major

#LlantwitFoodProject



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### 3. (Co-)creating a welcoming space

- “Nothing about us without us” – place-based & community-led
- Create a space that is welcoming, inclusive and nurturing
- Invitation is important
- BUNTING!





# Fy Nghymuned Fwyd

Dysgu, cysylltu a  
gweithredu dros fwyd da.



  
**DEWCH AT  
EICH GILYDD**  
Dad a phobl ynghyd drwy fwyd

# My Food Community

Learn, connect and take  
action for good food



  
**GET  
TOGETHERS**  
Bringing people together through food

<https://www.fflgettogethers.org/get-involved/newsletter-sign-up/>



BWYD  
*Y Fro*

FOOD  
*Vale*

**Louise Denham**

Louise.Denham@wales.nhs.uk

**Food Vale**

[www.foodvale.org](http://www.foodvale.org)

@thevalefood

