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# Planning, Regeneration and the Public Plate

RTPI Cymru Conference: From Farm to Fork: The Role of  
Food in Regeneration, Newport, 5 December 2008

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# The Urban Era

- World population is now largely urban
  - Cities in vanguard of key campaigns
    - **against diet-related disease**
    - **against climate change**
    - **for sustainable communities**
  - Cities often ahead of national governments
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# The Rise of Food Planning

- Food is the Cinderella of planning
  - Food planning now a fast growing theme
    - **APA, AESOP, RTPI**
    - **Amsterdam and London**
  - Food as a planning prism for:
    - **public health, energy, transport, urban design, land use, AND regeneration policy**
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# Public Procurement

- Procurement paradox
    - **a powerful tool, but rarely deployed**
  - Public Procurement
    - **£160 billion in UK (£ on food)**
    - **£5 billion in Wales (£ on food)**
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# Public Procurement of Welsh Food: Totals

<b>Organisation Type</b>	<b>% Welsh Purchases Baseline 2003</b>	<b>% Welsh Purchases 2005</b>	<b>% Welsh Purchases 2007</b>
<b>NHS</b>	22%	20%	25%
<b>Local Authority</b>	18%	29%	21%
<b>Higher Education</b>	15%	14%	20%
<b>Further Education</b>	7%	19%	21%
<b>MOD &amp; Police</b>	14%	14%	14%
<b>Other Public Bodies</b>	5%	22%	24%
<b>Total</b>	<b>18%</b>	<b>24%</b>	<b>22%</b>

(Source: WAG , 2008)

# Public Procurement of Welsh Food: Categories

<b>Category Type</b>	<b>% Welsh Purchases Baseline 2003</b>	<b>% Welsh Purchases 2005</b>	<b>% Welsh Purchases 2007</b>
<b>Bread</b>	69%	54%	81%
<b>Milk</b>	89%	91%	67%
<b>Fruit &amp; Veg</b>	18%	25%	31%
<b>Dairy Products</b>	16%	29%	27%
<b>Fresh Meat</b>	57%	76%	69%
<b>Ready Meals</b>	12%	34%	19%
<b>Soft Drinks</b>	20%	18%	13%
<b>Water</b>	-	17%	46%
<b>Total</b>	41%	49%	49%

(Source: WAG, 2008)

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# Barriers to Sustainable Procurement

- **Cost** – perceived to be more expensive
  - **Knowledge** – lack of whole life costing skills
  - **Legal uncertainty** – about what is allowed
  - **Risk-averse culture** – stay in the comfort zone
  - **Institutional inertia** – old habits die hard
  - **Political leadership** – exception to the rule
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# Reforming the food chain

- Food planning requires more concerted action to re-align interests from farm to fork
    - Producers – skills and infrastructure
    - Distributors – new food hubs
    - Public buyers – more creative procurement
    - Retailers – more local engagement
    - Food service – more alive to health/locality
    - Restaurants/delis – honeypot effect
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# Food-Led Regeneration

- Good food – in shops, restaurants, farmers' markets etc - has a honeypot effect
  - Food can spearhead the regeneration of towns and cities:
    - Padstow (Rick Stein's fish restaurant)
    - Narbeth (Ultracomida deli)
    - Llanelli (Pumphouse restaurant)
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# Threats and opportunities

- Cities will be judged on new metrics:
    - **health and wellbeing the ends**
    - **lower carbon footprints a means**
  - City councils can't do it alone, so need new and better partnerships
  - Planners not doctors are key to urban health
  - Food planning can deliver multiple dividends if planners (and others) leave their silos
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