

About Pobl Tir Môr: Accessible local Veg Box project in Pembrokeshire



What is Pobl Tir Môr

- In English, **Pobl Tir Môr** means People Land Sea.
- It was started by Dilys Burrell, Ben Manning and Louise Rigby-Williams to help people feel connected with the land, rivers and sea.
- They co-produce with people in the community who make decisions about projects in their area.



What is the Archery and Veg Project?

- The project started in November 2023.
- Pobl Tir Môr worked with a local food grower called Underwood Farm.
- They worked together to make their veg box project more accessible to more people.
- They worked with people from the VC Gallery in Pembroke Dock.
- The VC Gallery is a place where community members can take part in creative activities.
- They also worked with parents from the local school.



What has been done?

- Underwood Farm care about food and want local people to enjoy the food they grow.
- But they are very busy growing food and don't have time to build relationships with the community.
- Dilys from Pobl Tir Môr thought about how she could involve more of the community.
- In November 2023 Pobl Tir Mor organised a talk about local food systems by a Professor from Bristol University.
- This inspired people to meet again.
- They met at the VC Gallery and took part in archery and a 'getting to know you' session.
- People really enjoyed the archery so meetings would happen regularly which involved archery, cooking a meal together and discussions about how to help people use food boxes.
- Together the people decided that with the veg boxes there should be:
 - Videos and information cards about what is inside the veg box
 - Recipes and ideas about how to use the veg
- They also agreed how much the veg boxes should cost.
- They were able to get funding to help provide 3 subsidised veg boxes for 30 weeks as well as some of the additional costs such as staff time and creating information materials.





What happened next

- The project planned activities such as trips to see the farm where the food was being grown, and cooking together.
- They also visited an agricultural show, and another project which combines sharing soup and sharing community projects.
- During the project, 6 households used veg boxes.
- The veg boxes were delivered to the families' doors and this helped to open conversations about the boxes.



What has changed because of the project?

- People were really happy to take part in the project.
- They liked to feel included and feel part of the project.
- People taking part in the project felt they had made new connections.
- They also enjoyed having conversations about vegetables.
- One person who took part in the project now helps to cook with the VC Gallery.

What is co-production?

In a nutshell, co-production is when professionals work together with people who have lived experience, to develop solutions to challenges in public services and communities.

Why is this co-production?

The 'Archery and Veg!' project:

- brought local people together
- used local venues like the cafe and the VC Gallery community space
- helped people learn about food growing, and cooking skills
- connected the local farm, the primary school, local volunteers, community members

The people who took part helped to shape the project.

The 'Archery and Veg!' project is based on co-production principles. It is a good example of what is possible when people in local community build on their connections and relationships to create good results for everyone involved.



If you'd like to find out more about Pobl Tir Môr get in touch with Dilys Burrell - dilys@pobltirmor.wales



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Co-production
Network
for Wales

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Have a good case study example? Want a translation of this case study? Get in touch: hello@copronet.wales. For more tools & resources to support your co-production journey, including guidance for working with people in a wide range of settings, visit our website: copronet.wales