



**CEGIN
Y BOBL**

**OUR IMPACT
ONE YEAR ON**



OUR VISION A COUNTRY WHERE EVERYONE HAS THE KNOWLEDGE AND SKILLS TO FEED THEMSELVES HEALTHY, DELICIOUS FOOD

STIRRING UP CHANGE

Cegin y Bobl launched at the end of October 2024 with a start-up fundraising campaign. We started work in January 2025, employing our first member of staff and carrying over chefs from the successful Cook24 project that had run in Carmarthenshire. Over the course of our first year of delivery, we have grown the team, refined our model and massively extended our impact.

OUR APPROACH

The food system is letting us all down. This is most true for the most vulnerable in society, particularly children. Excess weight among the current cohort of children is projected to cost the NHS £74 billion over their lifespan, while diabetes care alone accounts for nearly 10% of the Welsh NHS budget today. Changing what and how we eat could have huge positive impacts on health, educational outcomes, the natural environment, culture and even the local economy.



To see all that change, we need to act fast and at scale. This isn't about spending more money, and it isn't just about policies. We need to change the way things are done - in kitchens across the country, and in every public sector community setting that serves food. This is about sharing basic, simple but revolutionary skills.

Cegin y Bobl exists to transform Wales' relationship with food. We go to the root causes of obesity and diet-related disease by equipping Welsh communities with transformational cooking skills. Through the power of our immersive food education, we catalyse local and national government into action.

WE WORK IN A UNIQUE WAY:



HUMAN

We teach face-to-face and hands-on, because that's how we all learn best.



NUTRITION+TASTE = SUCCESS

We know that healthy food needs to taste delicious - and it can.



COMMUNITY

We are catalysts for change, teaching people in their own communities and organisations how to make food a force for good.



RESILIENCE

We harness the power of what people already know to make communities and households more resilient.



FACE TO FACE

Since launching we have deepened our work and impact in Carmarthenshire while also delivering for the first time outside county, with courses having now run across 5 different Welsh counties. The significant systemic work around food systems in Carmarthenshire and the legacy of our predecessor project, Cook24, has given us a strategic focus in deepening our work there while also testing some of our programmes in different communities across Wales, both rural and urban.

Our programmes this year have included:

FOOD DISCOVERY

This course introduces children to the world of food and cooking, covering essential skills, techniques, and information. With the aim to ignite an early interest in cooking, develop fundamental cookery skills, build an understanding of local food sources, and nurture an appreciation for nutritious, homemade meals. **400 children**

FAMILY COOK CLUB

This workshop is designed to bring families together in a relaxed, stress-free cooking environment where everyone can learn to make affordable and nutritious meals. Sessions are tailored so that all family members — regardless of age or skill level — can participate and enjoy the experience. **Over 300 families**



FOOD LEADERSHIP IN SCHOOLS

CPD programmes for teachers and school staff, equipping them to use food as a force for good in school, joining up dots between school food, the curriculum and pupil health and wellbeing. **80 school staff**

FOOD LEADERSHIP IN THE COMMUNITY

This programme offers a transformative experience for those passionate about food and creating positive change. Through group discussions and hands-on cooking, participants will explore how to bring food into their own organisations as a force for good, develop sustainable food cultures, and inspire meaningful change. **65 participants**



One of the most valuable things I learned was how simple ingredients, like lentils, can be added to dishes so we can use better-quality, local mince without spending much more

— TEACHER, FOOD LEADERSHIP



My daughter is always totally against trying new food but she was excited to try the bean stew she had helped prepare, and kept going back for more sweet potato. She even tried a raw onion. I was so amazed!

— MOTHER, OUTDOOR COOKERY



If you get kids to cook the food they will eat the food... I truly believe if you served them the finished article with no involvement some would have refused to try or eat the meal

— MOTHER, FAMILY COOK CLUB



I now feel more relaxed in the kitchen and have genuinely discovered the enjoyment of cooking ... I now run a “Grow, Cook, Eat” club after school with a colleague

— TEACHER, FOOD LEADERSHIP



HOME COOKERY

This course builds essential cooking skills, techniques, and knowledge to help participants cook from scratch, minimise food waste, plan meals effectively, and practise good food hygiene. It aims to boost confidence in the kitchen, reduce food expenses, and provide a well-rounded food education.

EARLY YEARS

Working with Hywel Dda University Health Board, we developed an Early Years Family Cookery course focused on baby weaning and postnatal nutrition. Delivered over four weeks, this collaboration provided a safe, supportive space for open discussion and hands-on cookery sessions, exploring healthy, homemade alternatives to processed baby foods. **30+ participants**

1000+
**PEOPLE TRAINED FACE-TO-FACE
ACROSS CARMARTHENSHIRE IN
OUR FIRST 10 MONTHS**

YOUTH EMPOWERMENT

A youth empowerment programme aimed at helping young people not in employment, education or training develop positive health and wellbeing habits. Cegin y Bobl delivered several cookery workshops, including outdoor cookery over fire. Participants learned to prepare healthy, affordable meals from scratch, gaining practical skills in meal planning, budgeting, and nutrition. **80 participants**



CATALYSING SYSTEMS CHANGE

Changing the way things are done means working with others and influencing the public, other organisations, public discourse and policymaking. We believe strongly that in our age of AI, climate change and polarisation, the need for good food – as a basic element of health, of community and as a source of good work that won't be automated any time soon – is greater than ever. That case needs making – and we are here in part to demonstrate that making good food accessible to all is achievable in Wales.

FUTURE GENERATIONS MENU

Working hand-in-hand with school communities – pupils, teachers, parents and staff – we created for Carmarthenshire County Council a school menu that marries genuinely

local provenance, seasonality and sustainability with deliciousness and the highest nutritional standards. This has the potential, if rolled out everywhere, to fulfil the huge promise of universal free school meals – with local organic veg, fish, fresh Welsh meat and dairy, all cooked from scratch.

SENEDD MANIFESTOS

Through drawing attention to the importance of food and nutrition, we have ensured that political parties for next year's Senedd elections are considering the importance of food education and skills, with Plaid Cymru for one having committed to including it in their programme of government if elected. The Future Generations Commissioner's office has also included it in their landmark Cymru Can recommendations for the Welsh Public Sector, thanks to our work.

MEDIA

Over the course of 2025 we secured coverage on BBC Radio 4's Food Programme, BBC Radio Cymru, at the Welsh Real Food and Farming Conference, on S4C's Newyddion, in Business News Wales and in numerous food sector publications as varied as Waitrose Weekend, Wicked Leeks and The Grocer. We were also finalists for both the UK Children's Food Awards and the Social Business Wales Awards! This enabled us to amplify our message that becoming a country where everyone has the knowledge and skills to feed themselves healthy, delicious food is achievable.

SKILLS TRAINING

We have started collaborating with potential partners to develop a new public (and private) sector catering education

25+
MEDIA APPEARANCES

model that could revolutionise how kitchens are run and what food is eaten in these settings. Current reality is that a diminishing number of public sector kitchen staff have been trained with the cooking skills we need, and are in work characterised by low pay, low status, and little in the way of skills development. A shift to fresh, healthier and far better food is impossible without addressing this skills gap. Our assessment is that the problem can only be solved by shifting resources to create a more skilled workforce, with better pay, development and career prospects – the training package for which we are currently developing.





The excitement and discussions around the meals being served amongst the pupils and staff has been wonderful. It truly is quality restaurant food for free, what an offer! Cegin y Bobl has had a real impact on both our families and our pupils here at Llandeilo. The free cookery sessions have helped families build confidence in preparing affordable, healthy meals at home, and have created a warm space where people feel valued, not judged. The fact that these same recipes are now served in our school canteen means our children are eating food that is familiar, comforting and connected to their community.

We see a sense of pride when pupils say “we’ve made this in school.” We have noticed more children trying new foods and families talking positively about school meals at home. It’s not just about food, but also the strengthened relationships. The meals are so healthy, and as a school we have been encouraging healthy eating and noticed fewer packed lunches.

— **CARMARTHENSHIRE HEADTEACHER, NOVEMBER 2025**



BUILDING — SO WE CAN SCALE

From a standing start in winter 2024, we rapidly established our organisation, refining our structures and delivery models, establishing new partnerships and evaluation methods and finding financial efficiencies. We put energy into all this because we can see that there is demand for our work well beyond the communities we have already had the pleasure of working in.

COMMERCIAL SERVICES

Between January and June 2025, we generated £86,764.36 in income through paid services across both public and private sectors – demonstrating the demand for this work.

£86K+
IN COMMERCIAL INCOME

VOLUNTEER PROGRAMME

Thanks to a grant from WCVA, a part-time volunteer coordinator started work in November of 2025 to build our volunteer programme. This is a key part of our strategy going forward, and we expect this to not only broaden our support base but also to bring down the cost of delivery while empowering local people to make connections and build skills.

CHARITY STATUS

Despite initial rejection for charitable status, we persevered by making the case that our work was clearly for the public benefit, establishing robust governance and management structures – and were awarded charitable status in September 2025. We had already recruited a strong board of trustees in anticipation of this and benefit from significant governance and management experience.

RESEARCH PARTNERSHIPS

In July 2025 we were able to secure part-time services of one of our Directors as Research, Education and Partnerships lead. Since that time a PhD studentship has been created at Plymouth University to study our work over coming years; we have started collaborating with the UK-wide RISE project; have embarked on a research project with Professor Andy Smith at Cardiff University and developed a rigorous internal monitoring and evaluation framework.

EFFICIENCIES

Our excellent predecessor programme, SPF-funded Cook24, hosted by the local further education college, successfully delivered training and food literacy to just over 1500 participants of all ages across

Carmarthenshire, with a budget of just under £900,000 over 2024. It is a mark of Cegin y Bobl's focus on value for money and the dedication of the team therefore that we have managed in 10 months to reach almost as many people with significant cost savings. On top of this, a significant amount of pro-bono support has been given by highly experienced Directors, Trustees and external organisations to get the organisation off the ground and amplify our impact - for which we are hugely thankful. We have also secured pro-bono support from leading Welsh creative agency CREO as Charity of the Year and developed a bold new visual identity. This, alongside new communications efforts including video content, a refreshed social media strategy and dynamic new website will help us to stand out and better showcase our impact.





THANK YOU

A huge thank you to all those who have supported, partnered with and funded Cegin y Bobl as we got off the ground in year 1. Between them, grants we received amounted to around £310,000, some of which was for project delivery and a proportion of which covered our starting costs.

Thanks to WCVA/Welsh Government, Comic Relief, The National Lottery – Awards for All, the Network for Social Change, UK Government's Shared Prosperity Fund and two anonymous grant funders.

A huge thanks to all those we had the privilege of working alongside – including partners as varied as Myrtle House, Llandeilo Primary School, Ysgol Teilo Sant, Ysgol Pen Rhos, Ysgol Trimsaran, Antioch Centre, Parc Dewi Sant, Bwyd Sir Gâr Food, CAVS, Cegin Hedyn, Localmotion, Prifysgol Bangor, Hywel

Dda University Health Board, Carmarthenshire County Council, Goodshed Llanelli, Bouygues UK, Food Sense Wales, Cardiff University, University of Plymouth, Welsh Government, The Office of the Future Generations' Commissioner, Halen Môn, Stori Cymru, Dorothy Edwards, GivingWorks, Creo, Darwin Gray, Designate, Actif, People Speak Up, Fishguard Bay Sustainable Food Initiative, Tywi Taf GP Cluster Group, Cefneithin Primary School, Big Retreat Festival, Ceredigion Food Partnership, Black Mountains College, Bwyd Powys Food, West Wales Regional Partnership Board, Coleg Sir Gar, The Jolly Allotment, Flying Start - and many more!

A special thanks to everyone who has given to get us off the ground - whether you gave £5 or £500, it has made a huge difference.

And a final thanks to to all our dedicated staff, chef team, trustees and volunteers.



**CEGIN
Y BOBL**

**LET'S GET
THE NATION
COOKING**

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Cegin y Bobl is charity registered by the
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(No. 1214894) and a registered company
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