

FRESH St SHEFFIELD



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The
University
Of
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Background

- Many communities
 - unable to “...afford, or have access to, food to make up a healthy diet” (DH 2005)
 - high in processed foods and low in fresh fruit and veg.
- **How to create sustainable and healthy diets, eating behaviours and food systems?**
- Healthy Start vouchers target individual families
- **Area based approach?**

Research Question

- Impact of **local supplier** specific **FV vouchers** to **geographically defined communities?**
- What might this look like?
 - value, timing, voucher type, delivery..
 - how would it work with everything else that affects how and what people buy and eat?

Started with Barnsley

- – Alexandra Rose Vouchers
 - Children's Centres
 - Area based approach
 - Results (wk 46)
- Sheffield
 - Area approach + FRESH St Vouchers + Veg bags
 - Early results (wk 13)
 - What next

Sheffield - Partners and funding

- SCC - £5k + £6k for vouchers
- **Sheffield Food Network/Regather**
 - locally produced fruit and veg
 - support development of local food co-ops in GV
 - £5k (Sustainable Food Cities veg cities) programme of community engagement actions
 - £2.5k (Gleadless Valley Masterplan Fund) additional community consultation & engagement.
- 4 Moor **market stalls** vouchers
- **Veg Bag delivered** by REGATHER
(locally grown F&V)



Gleadless - Callow Place

56 x 2 bed flats

Every flat/ household offered

5 x £1 vouchers per wk

+ letter + veg based recipe + nutritional info

- **FRESH St voucher scheme** –administered by university.
- Market traders reimbursed weekly in **cash**

Joining FRESH St

- Pre-launch August 2018 - Doorstep conversations and flyers
- Knocked on every door at least twice at different times of day.
- *Describe your main meal yesterday?*
- *Did you eat this alone or with friends/family?*
- *How often do you eat fruit?*
- *How often do you eat vegetables?*
- *Optional questions*
 - household make up,
 - how well knew neighbours
 - social activities organised by Regather

Households

- Started 25.10.18
- 40/ 56 households joined by week 5
- **Households: 1 – 3 people**
- 18 single occupancy; 17 two-person; 5 three-person
- 5 households - children under 18
- 19+ households - someone 60+

How vouchers are having an impact

- *“**used to just eat pasta**, but now eat more fruit and veg because the vouchers make you **think** about what you are eating, and we are trying to eat more healthily”*
- *“having the vouchers and therefore **having fruit and veg in the flat makes me eat it more**”.*

Results (wk 13)

- 2,690 vouchers distributed
- **73% redeemed**
- Mostly at the Moor Market stalls.
 - **“vouchers bringing new customers”**
- Veg bags
 - 15 households tried veg bag delivery
 - 3 regular customers

Market stalls

“I’m at the market more often since vouchersI’ve not bought F&V at Sainsbury's since I started getting vouchers”.

“I will now carry on using market as it's a lot cheaper - get far more for your money and more variety”.

“I’ve started going to meat stall in market that sells little joints 2 for £5 I used to get meat at the coop”.

Veg bags

- *“It was delicious, especially the carrots which tasted like real carrots Fantastic flavour!”*
- Some prefer to **choose** their own fruit and veg. e.g.
 - *“got a veg bag at Christmas but didn't like some of the things in it. I prefer being able to pick myself”.*

Cooking and eating patterns

- Most people **eating more FV** (esp fruit)
“eat more now because of the vouchers because they help and make us more excited about food”
- People are eating **more variety** of FV
“This week I tried Chinese pears - beautiful! ... I wouldn't have bought these before vouchers...”
- ...started **cooking more** e.g. making soups ...
“ I'd not done that since my husband died”.

What next

- MRC research funding ending (Feb 28th 2019)
- **Regather will operate** the scheme
 - (Voucher £ will run out March 2020)
- University FRESH St team
 - produce **reports** for SCC
 - Analysis – writing up results for publication
 - Webinar for SUSTAIN
 - Further research?

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