FRESH St SHEFFIELD

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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 vouchers ….I’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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