



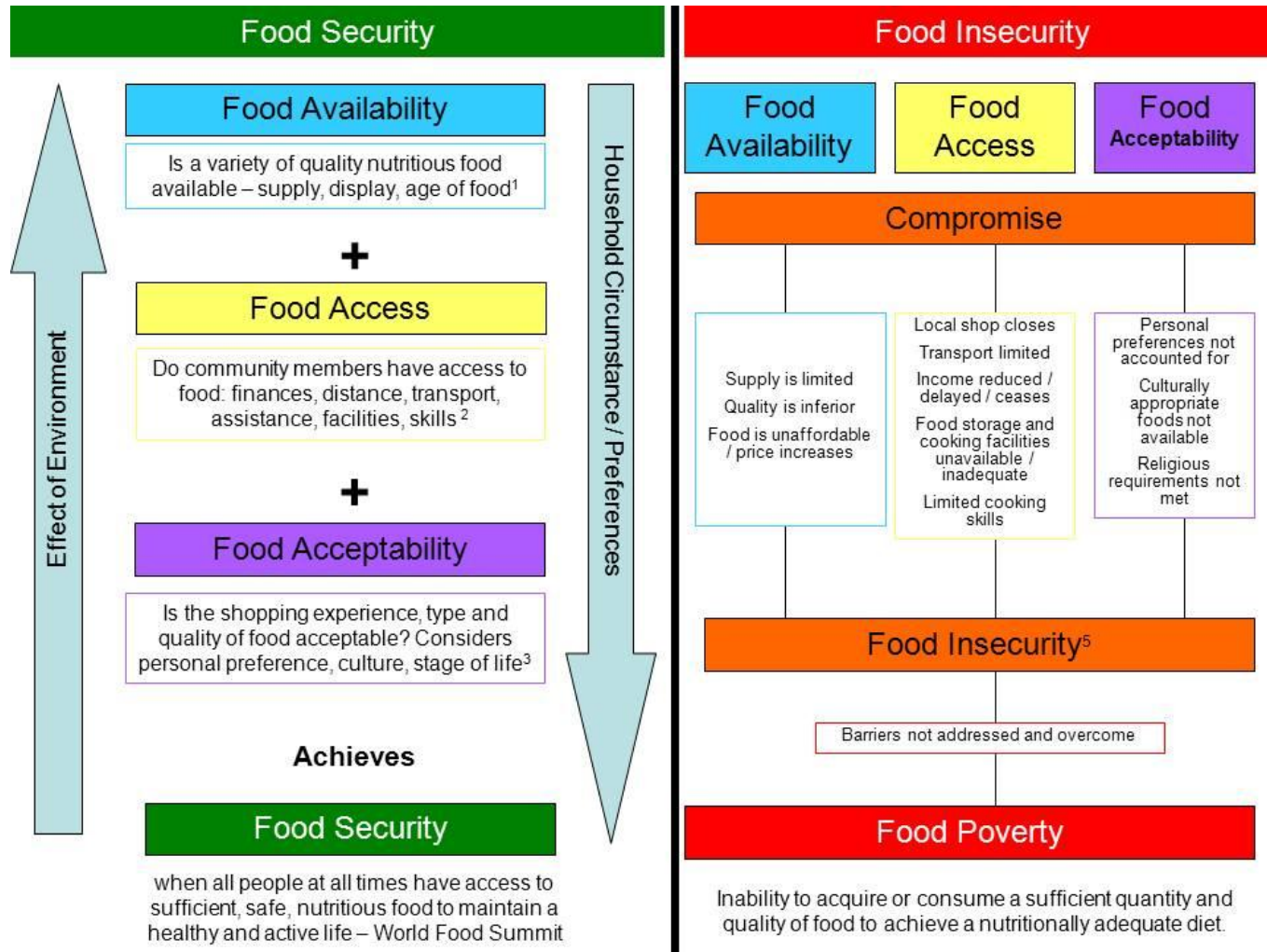
# Good Food 4 All

Kensington and Chelsea access to food project  
Public Health Nutrition Team  
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# OVERVIEW

- No standard definition
- A symptom of personal and environmental issues
- Treat the symptoms and the underlying causes



# WHAT WE DID

## Asked our partners:

one to one interviews with our voluntary sector and health service partners

## Asked the Community:

102 paper based surveys on their food and shopping experiences and preferences.

41 community members in focus groups

## Mapped food availability:

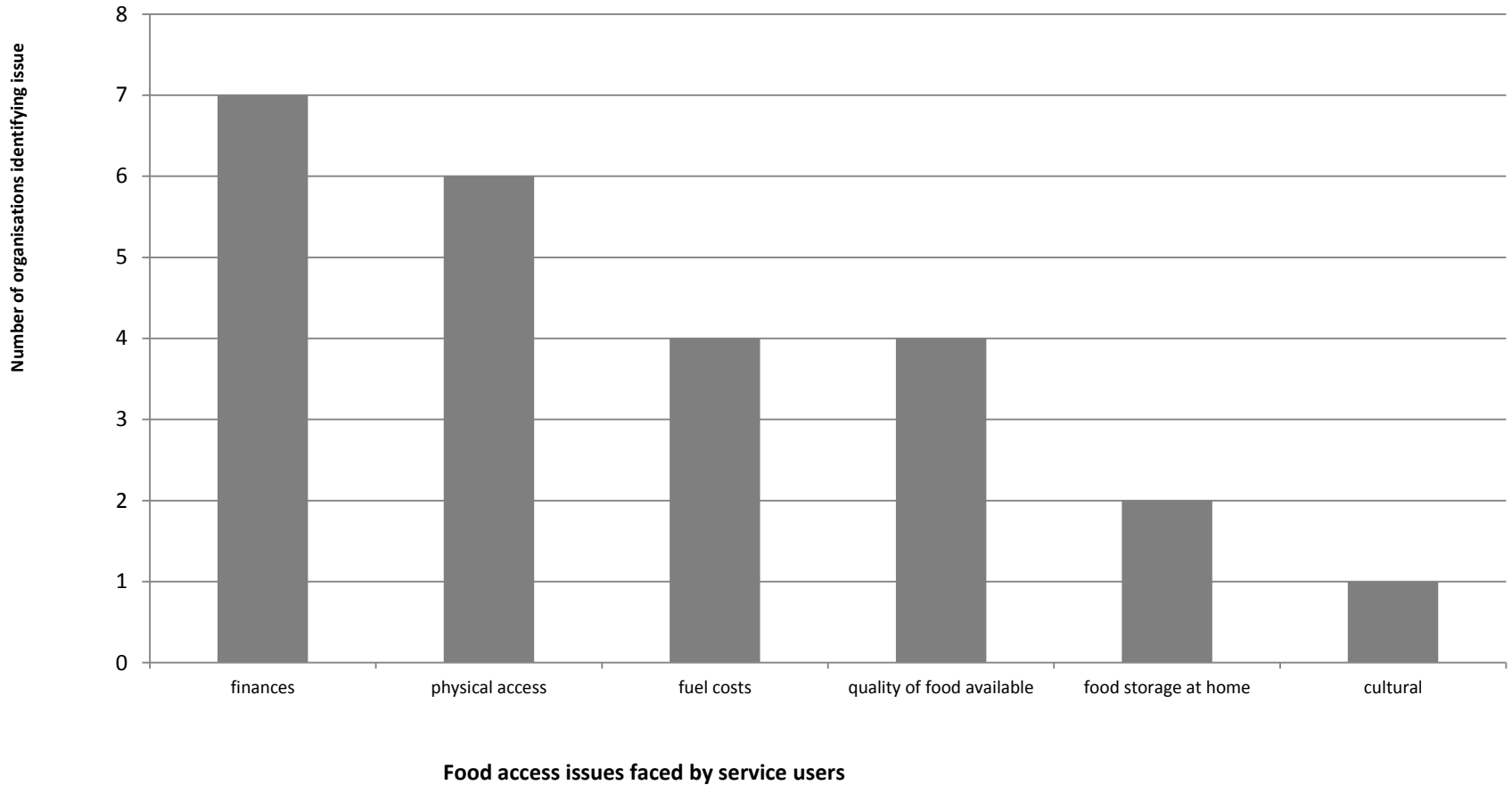
map the availability of food across the borough

## Investigated food prices:

a healthy food basket with enough food to meet nutrient requirements for 7 days for 6 case study RBKC households.

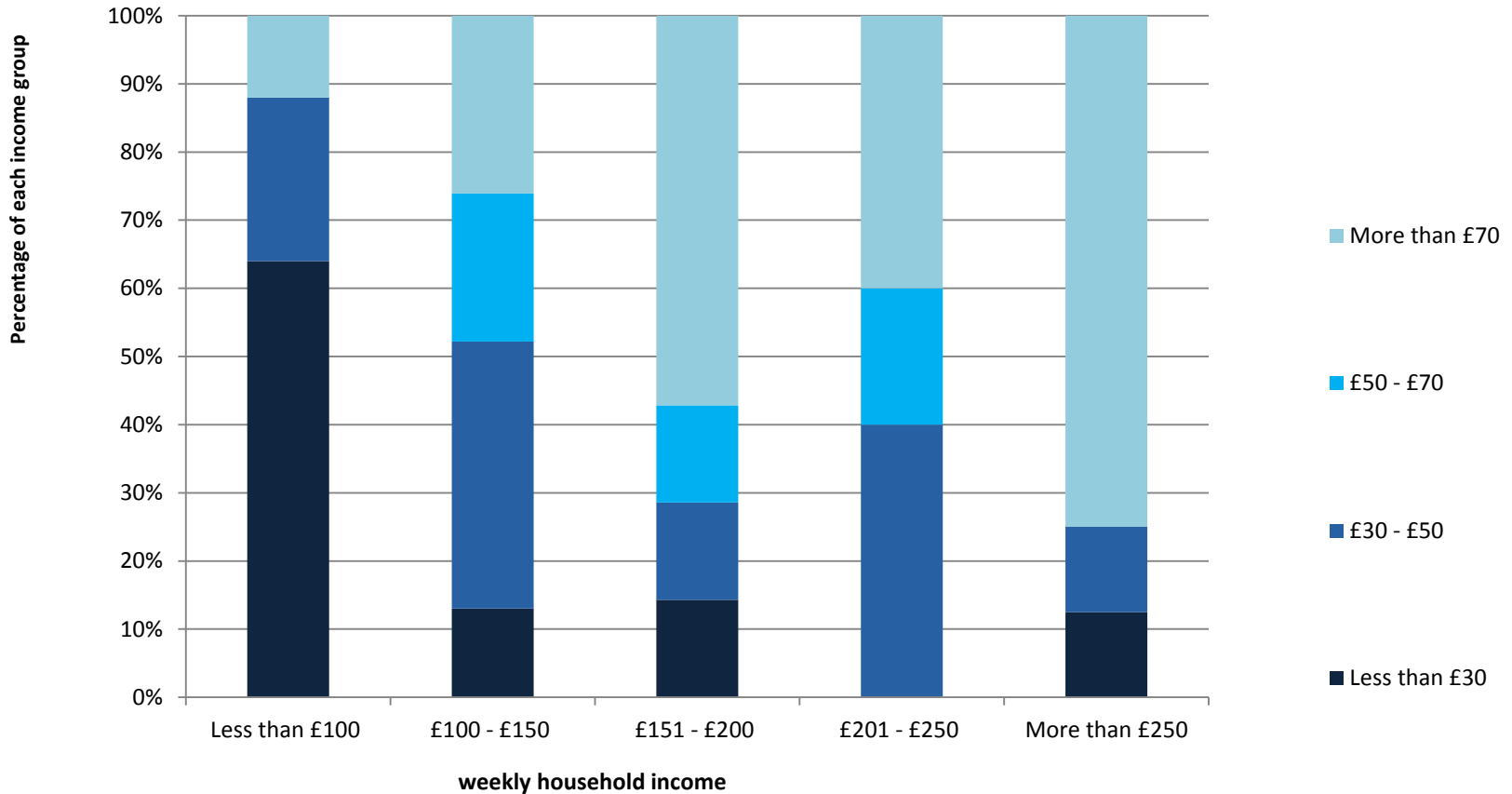
# Voluntary sector answers:

The main issues clients face with accessing food



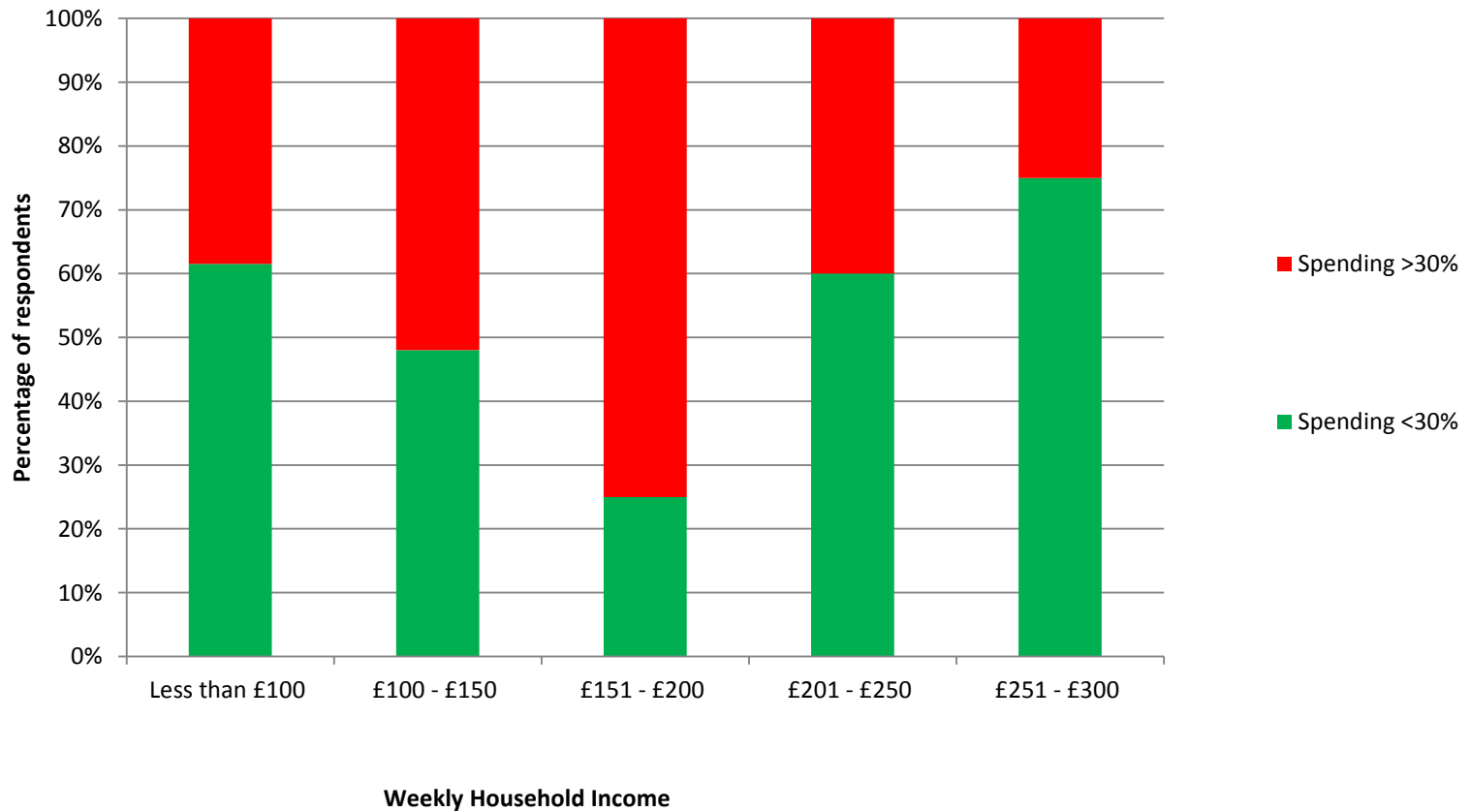
# Survey results:

amount spent on food each week



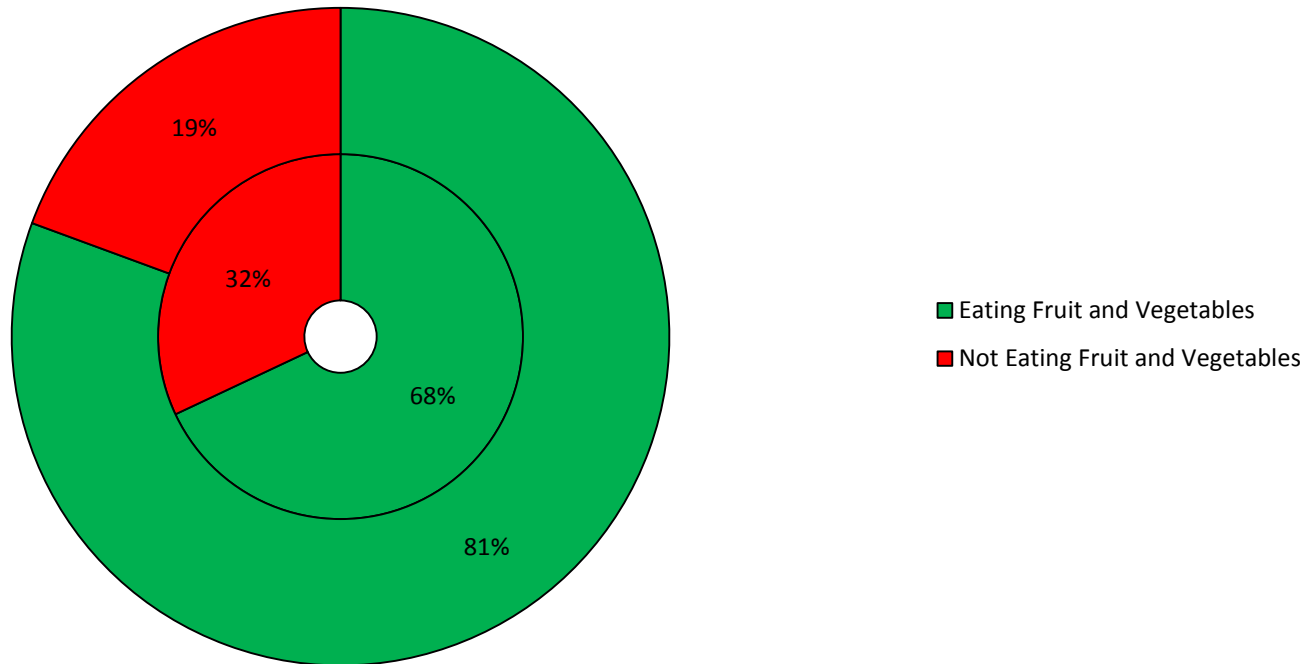
# Survey results:

percentage of income spent on food



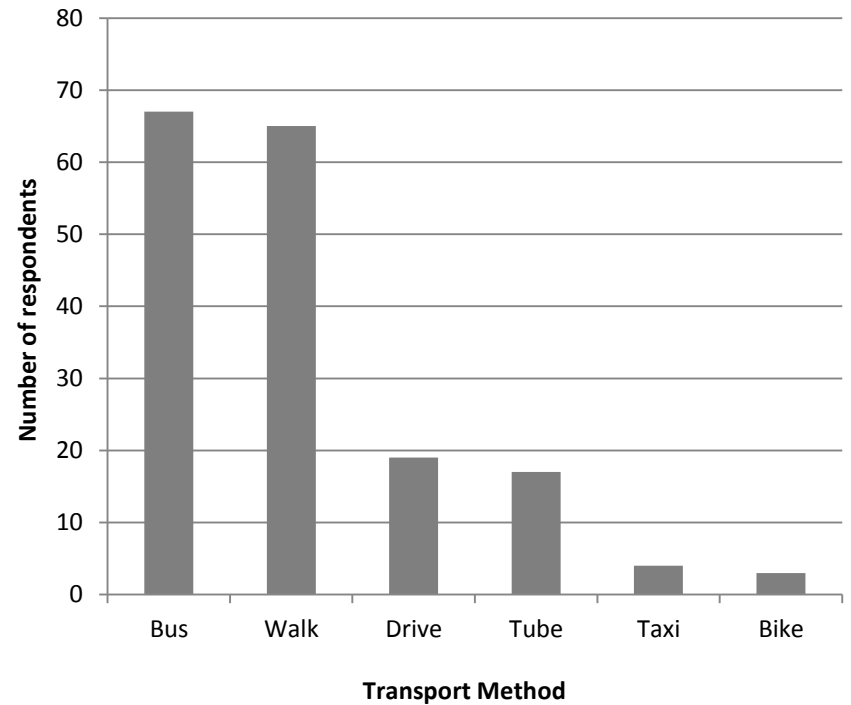
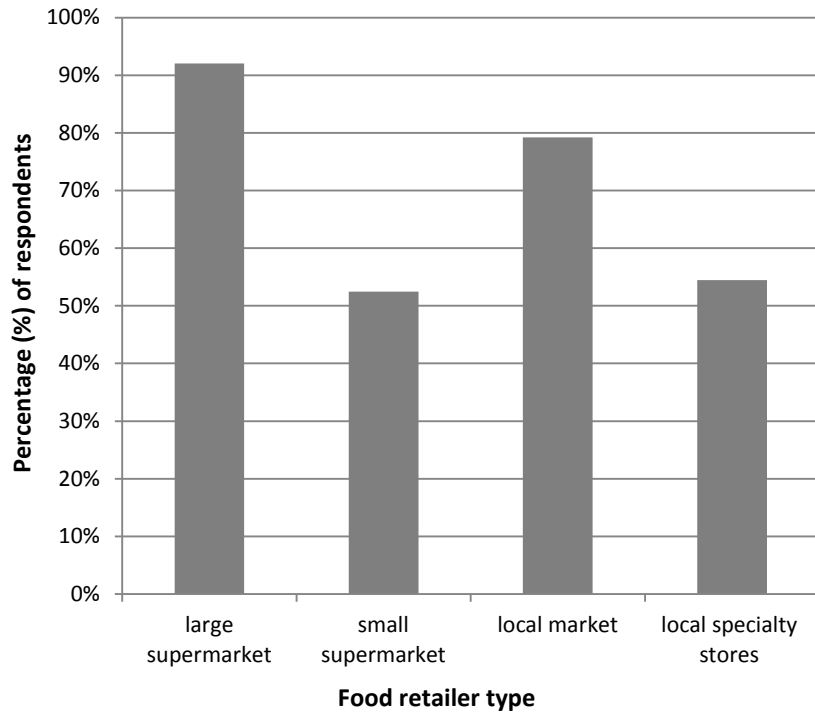
# Survey results:

frequency of households eating fruit and vegetables every week in all households (outer circle) and households earning <£100 per week (inner circle)



# Survey results:

## How people shop





# Focus Group Results

- Those with long term low income managed on a low food budget – but did not achieve a nutritionally adequate diet

*“So you’ve got to look at what you can get for value is what you’ve got in your pocket. This is the biggest problem.”*

*“I must say I’ve missed out on veg the last few years. Veg don’t get past my front door.”*

# Focus Group Results

- Those with a sudden change in circumstances were less able to adapt

*“I’ll go to Tesco’s in Church street. Yet if I shop in Church street then I know I could save myself on a £35 shop. That £35 I’m spending in church street I spend just over 30 in Shepherds bush. You know in the superstore there, same shop.”*

# Focus Group Results:

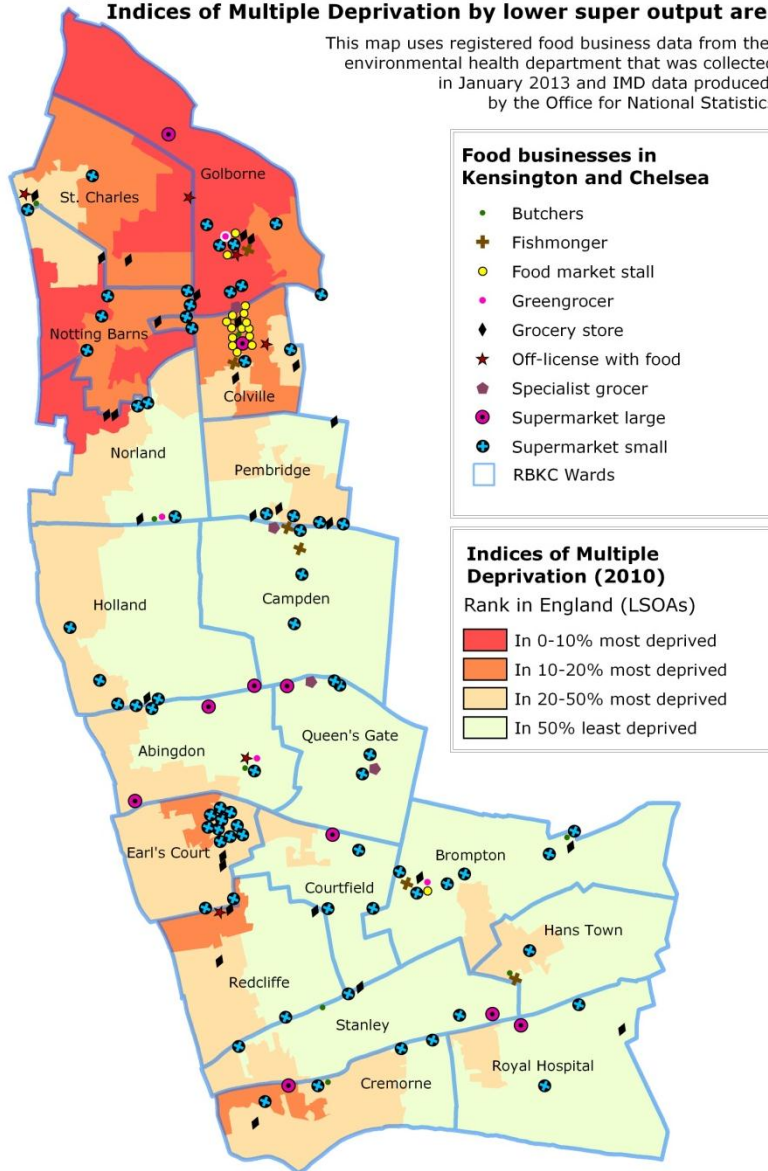
A group who cannot access food independent to affordability

- Illness, injury or disability and social isolation.
- Difficulty with public transport.
- High density of take away food
- Difficulty leaving the house eg inadequate equipment / support to take children out, physical ability and fatigue, mental health disability.

*“because I have got a stroke you see, its difficult and I know what I can do*

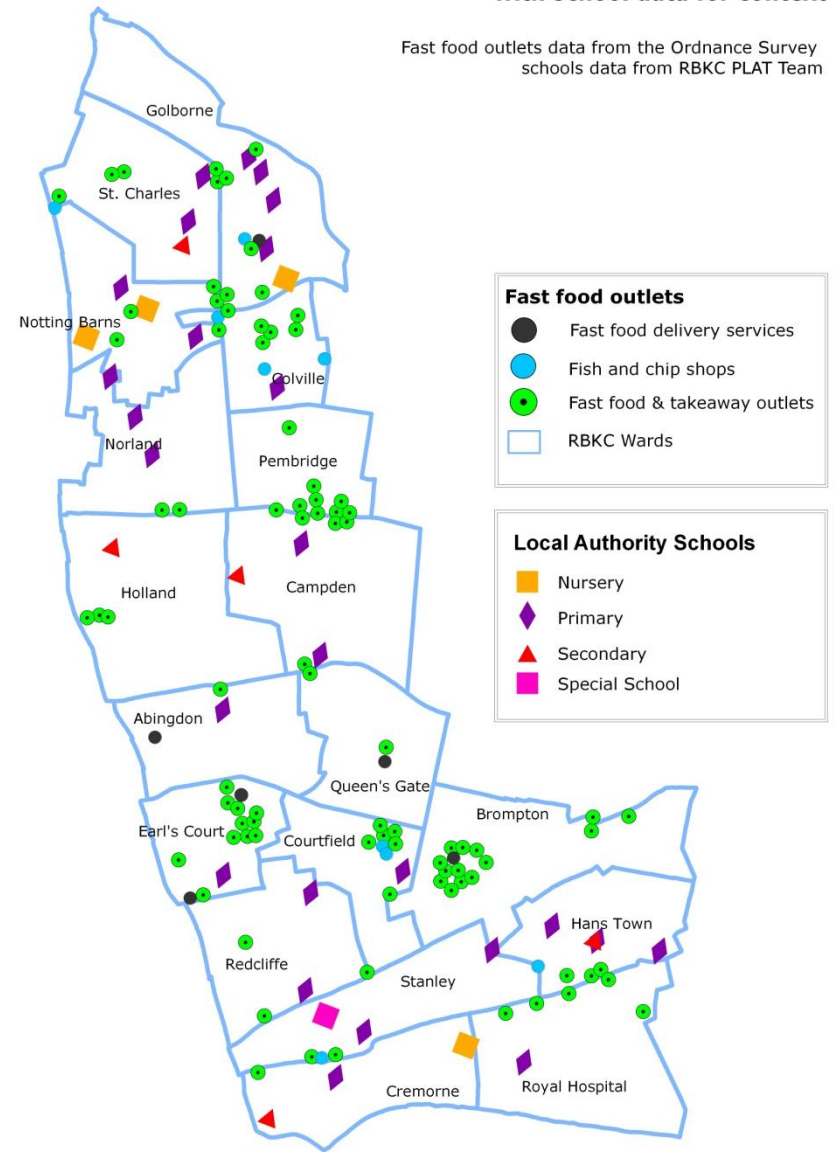
## Map of selected food businesses in Kensington and Chelsea and Indices of Multiple Deprivation by lower super output area

This map uses registered food business data from the environmental health department that was collected in January 2013 and IMD data produced by the Office for National Statistics

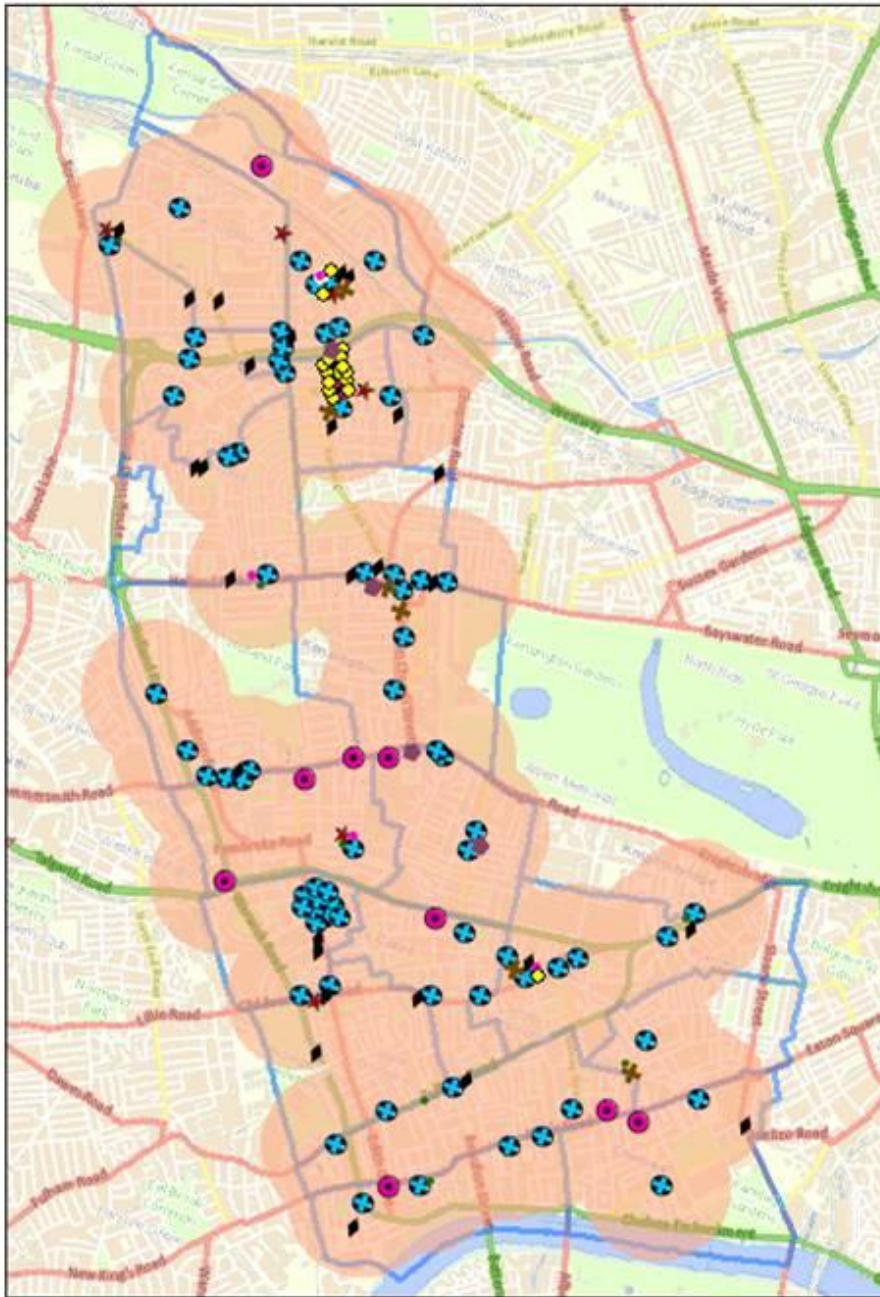


## Map of fast food outlets in Kensington and Chelsea with school data for context

Fast food outlets data from the Ordnance Survey schools data from RBKC PLAT Team

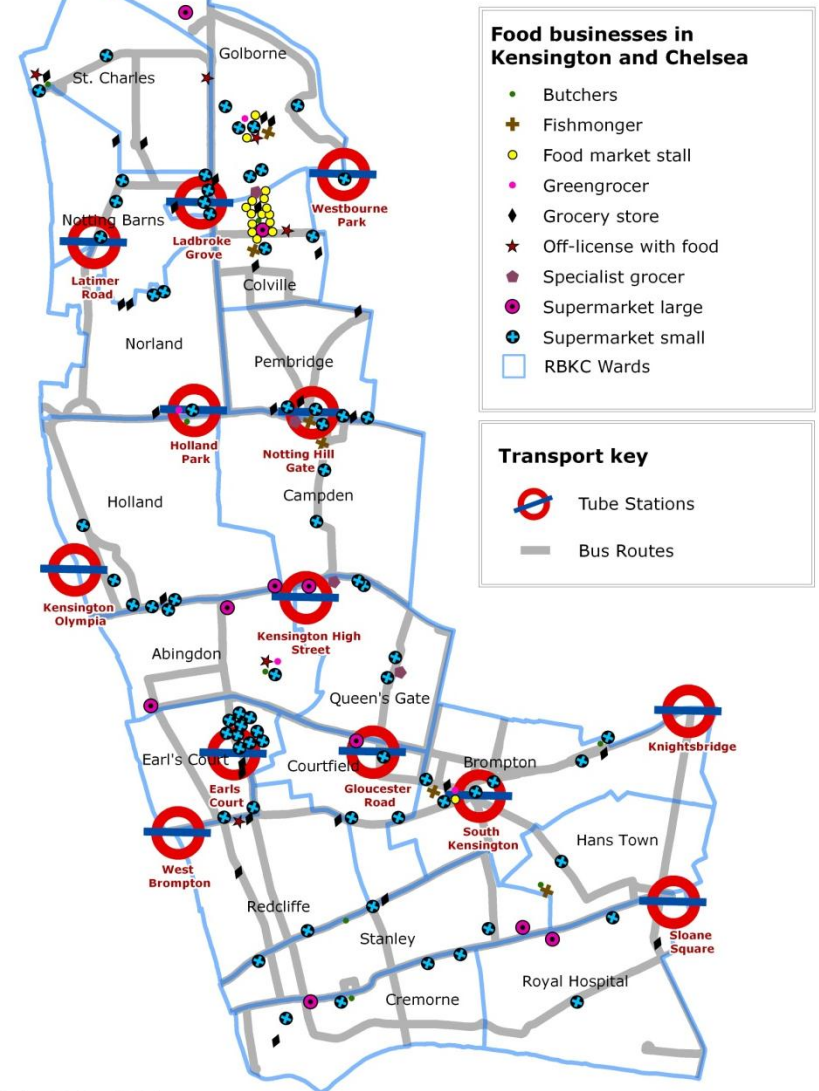






## Map of selected food businesses in Kensington and Chelsea and bus routes and tube stations

This map uses registered food business data from the environmental health department that was collected in January 2013



St Charles Ward



Norland Ward



# Healthy Food Basket Survey

- Minimum income standards
- Focus groups
- Developed baskets
- Individual interviews
- Final Baskets: Nutritionally complete diet for 7 days for 6 case study households.
- Surveyed: 22 specialty stores, 6 small supermarkets, 5 large supermarkets, 3 local market places



The cost of a 7 day healthy food basket for case study families living in RBKC

Household type	Cost of cheapest basket in walkable neighbourhood	Cost of cheapest basket in closest large supermarket	Online	Cost of cheapest basket if household has ability to travel	Disposable Income after food
 <p><b>British family (Golborne)</b> Case study income £339.67</p>	£95.12	£102.98	£95.59	<b>£69.30</b> Groceries online £39.57 Fruit & Vegetables Market £13.30 Meat & Fish supermarket £16.43	£236.69 - £270.37
 <p><b>Moroccan family (Golborne)</b> Case study income £339.67</p>	£96.27 Note: Halal meat unavailable. Included non Halal item	£101.27	£94.44	<b>£77.15</b> Groceries online £37.02 Fruit & Vegetables Market £15.18 Meat & Fish supermarket £24.95	£238.40 - £277.49
 <p><b>British family (Coleville)</b> Case study income £395.58</p>	£96.02	£118.09	£111.13	<b>£82.90</b> Groceries online £48.04 Fruit & Vegetables Market £13.54 Meat & Fish supermarket £21.32	£275.81 - £312.68
 <p><b>Pensioners, British (St Charles)</b> Case study income £250.92</p>	£58.36 Note: Not all fruit & veg available, included alternative	£68.79	£61.11	<b>£44.80</b> Groceries online £21.64 Fruit & Vegetables Market £10.69 Meat & Fish supermarket £12.47	£182.13 - £206.12
 <p><b>Pensioner, Caribbean (St Charles)</b> Case study income £199.92</p>	£38.40 Note: Not all fruit & veg available, included alternative	£40.48	£38.41	<b>£28.51</b> Groceries online £10.95 Fruit & Vegetables Markets £9.32 Meat & Fish supermarket £8.24	£159.44 - £171.41
 <p><b>Pensioner, British (Norland)</b> Case study income £199.92</p>	£34.55 Note: Most meat unavailable, price from Shepherds Bush included	£36.02	£31.28	<b>£24.44</b> Groceries Online £12.28 Fruit & Vegetables Markets £6.13 Meat & Fish supermarket £6.03	£163.90 - £175.48



# KEY MESSAGES FROM THE HEALTHY FOOD BASKET

## Shop Local for fruit and vegetables

### How to save

- local markets (Try all markets)
- Use canned and frozen fruit and vegetables in cooking
- Consider shopping with neighbours or friends



## Stock up on store cupboard essentials



### How to save

- Plan!!
- Starchy foods are cheapest; Rice, pasta and couscous are cheaper than potato, sweet potato, cassava, yam
- Well stocked store cupboard and freezer
- Online shopping (Factor in delivery charge and Pool with neighbours)
- Discount stores
- Long life products in bulk or on offer.

## Limit meat and fish and choose alternatives



### How to save

- Plan meals and try to vegetarian alternatives
- Have smaller portions of meat
- Try the deli counter or local butcher
- Try cheaper types of fish and frozen fish
- Check the halal section

## General tips from the healthy food basket



- Plan meals
- Review receipts
- Shop around when possible
- Convenience foods cost more
- Tinned and frozen alternatives
- Shop on route to save on bus fares or fuel
- Think twice before buying a special offer
- Talk to neighbours and friends about best deals

# Other issues

- Cheap less nutritious foods

<p>Loose orange</p> 	<p>2 finger kit kat(in an 8 pack)</p> 	<p>25g crisps (in a 6 pack)</p> 
<p>36p each</p>	<p>13p each</p>	<p>22p each</p>
<p>2.8 for £1</p>	<p>7.7 for £1</p>	<p>4.5 for £1</p>

# Other Issues

- Lack of transparency in prices

			
<b>£1 bowls</b>	<b>50p / lb and 3 lb / £1</b>	<b>£2.30 / kg (£1 / lb)</b>	<b>£1.20 each</b>

## Recommendations for action



**Work with local markets and shop owners to improve transparency of pricing**

**Use technology to help shoppers compare prices**

**Community transport to support using markets and collaboration to shop online**

**Food budgeting messages within community based assistance programmes**

**Volunteer training to become food champions**

**Voluntary sector and statutory sectors to improve communication of services**



**Promote healthy start vouchers to eligible families and work with market trading to accept vouchers**

**Communicate to relevant departments the impact sanctions and benefits delays are having on people at risk of food poverty and work collaboratively to review sanctions and delays**

# Thanks to...

**The Public Health Nutrition team would like to thank those who generously contributed their wealth of knowledge, skills and experience to the project and who spoke passionately about seeing change for those in food poverty.**

Members of the K&C community who answered surveys and gave their time in focus groups and interviews

Martin Caraher, City University – methodology and advice from previous Studies

The Trussell Trust and The Dalgarno Trust food bank staff and volunteers

Claire Palermo, Monash University – methodology advice

Abigail Davis, Loughborough University – minimum income standards, methodology advice

Anne Majumdar, London Metropolitan University – focus group methodology and analysis

Rufus Fearnley, CLCH – survey design and collection templates and assistance with HFB tool

Dominic Baker, RBKC – mapping of the food outlets

Sandra Cuningham, Citizens advice bureau – survey assistance

Stela Chervenkova and Niamh O’Sullivan – piloting the HFB and collection tool

Charlotte Foster, Rachael Luffman, Sarah Awatli, Toni Russell – collection and analysis of the HFB

Age UK, Open Age, 240 Project, Westway Development Trust – assistance with recruiting to focus groups and providing venues.