



Fresh Street Community: feasibility testing a community centre-based voucher scheme for fresh fruit and vegetables.

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Whitley Community Development Association

Four Greens Community Trust



**University of
Reading**



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PLYMOUTH**



**TRANSFORMING
UK FOOD
SYSTEMS**
Strategic Priorities Fund



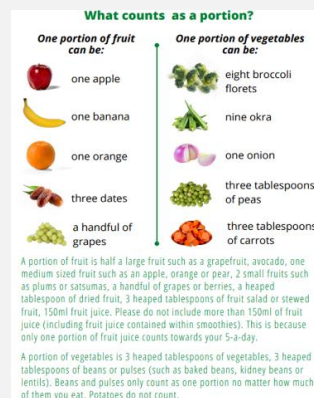


About Fresh Street Community

- Fresh Street Community is a new study testing ways to help communities access good quality fresh fruit and vegetables via community centres in Reading and Plymouth.

Fresh Street Community:

- Area-level intervention providing households with £10 worth of vouchers every fortnight to purchase fresh fruit and vegetables from a 'Pop up' market stall or box scheme supplied by local independent vendors.
- Focuses on the role of community hubs as centres for social connectivity and support, providing a point to buy fresh vegetables and fruit, but also to access wellbeing, healthcare and social activities that provide more wide-ranging support for local communities.



Fresh Street Community, Our Suppliers



Plymouth:

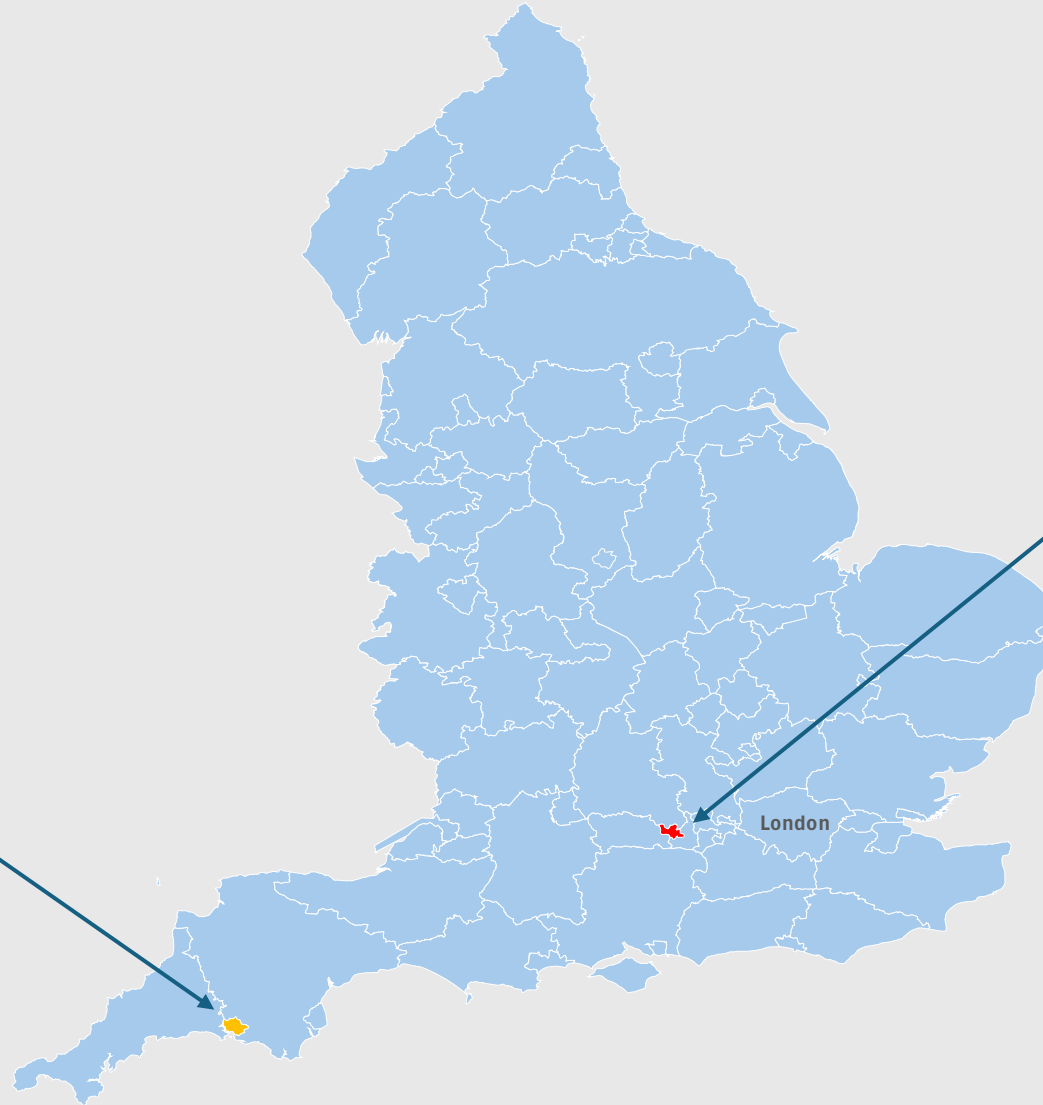
- Southwest of England, largest independent wholesale company in the Southwest.
- Sourced directly from local growers and producers.



C A Belcher & Son
Quality is our first priority

Reading:

- Fruit and vegetable wholesaler, family run business since 1974.
- Sourced from Western International Market
- New Covent Garden Market.
- Local growers.

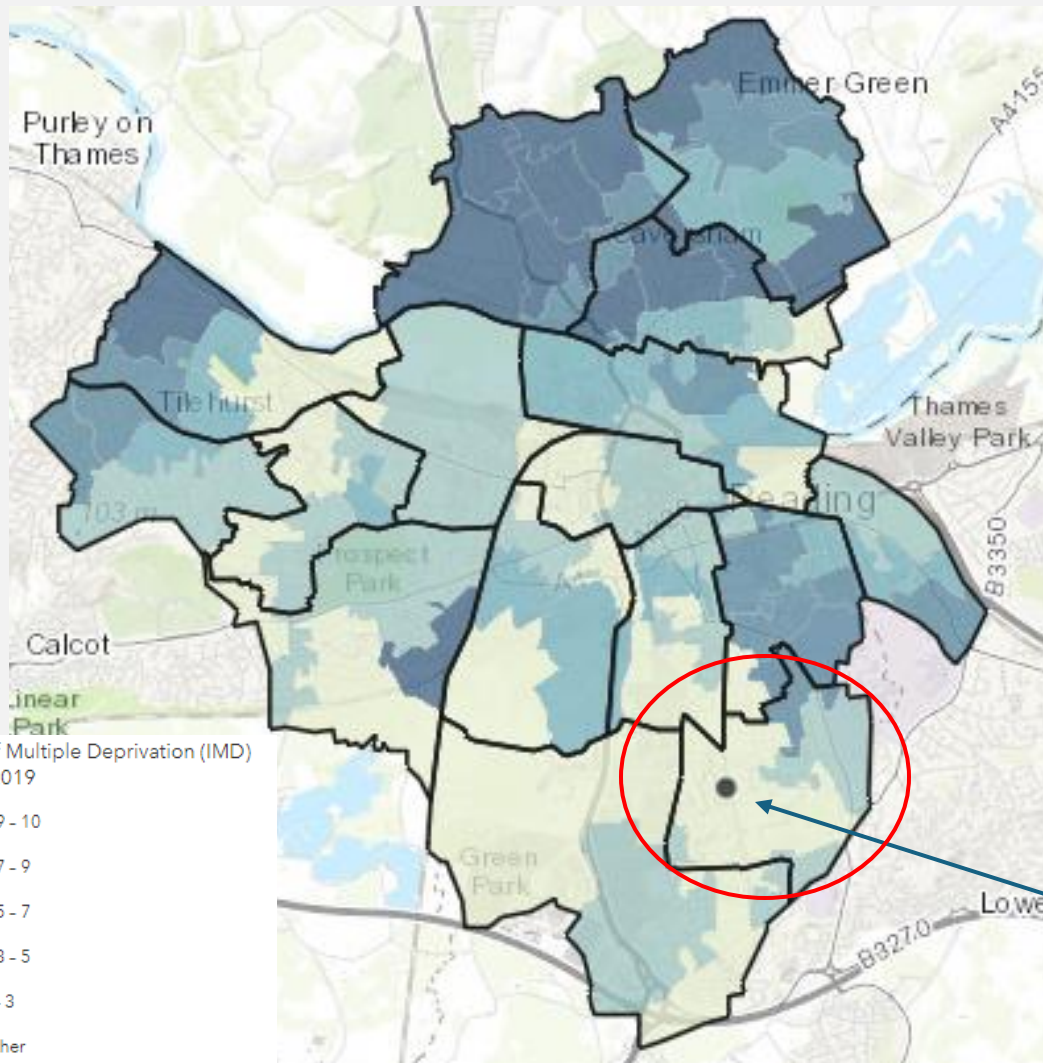


Demographics and levels of deprivation

Whitley, Reading.



Indices of Multiple Deprivation (IMD)



Whitley is a suburb of Reading, Berkshire and is one of the most deprived (IMD 1)

All persons

Whitley (2021)

11,509



Females

Whitley (2021)

5,673



Males

Whitley (2021)

5,836



- The average life expectancy at birth for males living in Whitley is 77.7 years.
- The average life expectancy at birth for females in Whitley is 80.2 years.
- UK average life expectancy at birth for males is 78.6 years and females 82.6 years.



Whitley
Community
Development
Association

Ref: <https://reading.berkshireobservatory.co.uk/population/reports/#/view-report/0e80000fe3664109b42bc3010a02ab7c/E05013879/G7>



Intervention design: Reading



- Area based intervention
- Controlled feasibility study
- Aim to understand the best way to embed Fresh Street Community in areas of high deprivation.

Phase 1

Dose and Reach

11 Streets

(Vouchers delivered through door)

- Five intervention streets ~150 households receive £10 per fortnight of Fresh Street vouchers.
- Six delayed intervention.

Phase 2

Dose and Reach

11 Streets

(Vouchers delivered through door)

- Five intervention streets ~150 households receive £10 per fortnight of Fresh Street vouchers.
- Six delayed intervention streets ~150 households receive £10 per fortnight of Fresh Street vouchers.

Dose the same- reach increased from phase 1.

Phase 3 (being reviewed)

Dose and Reach

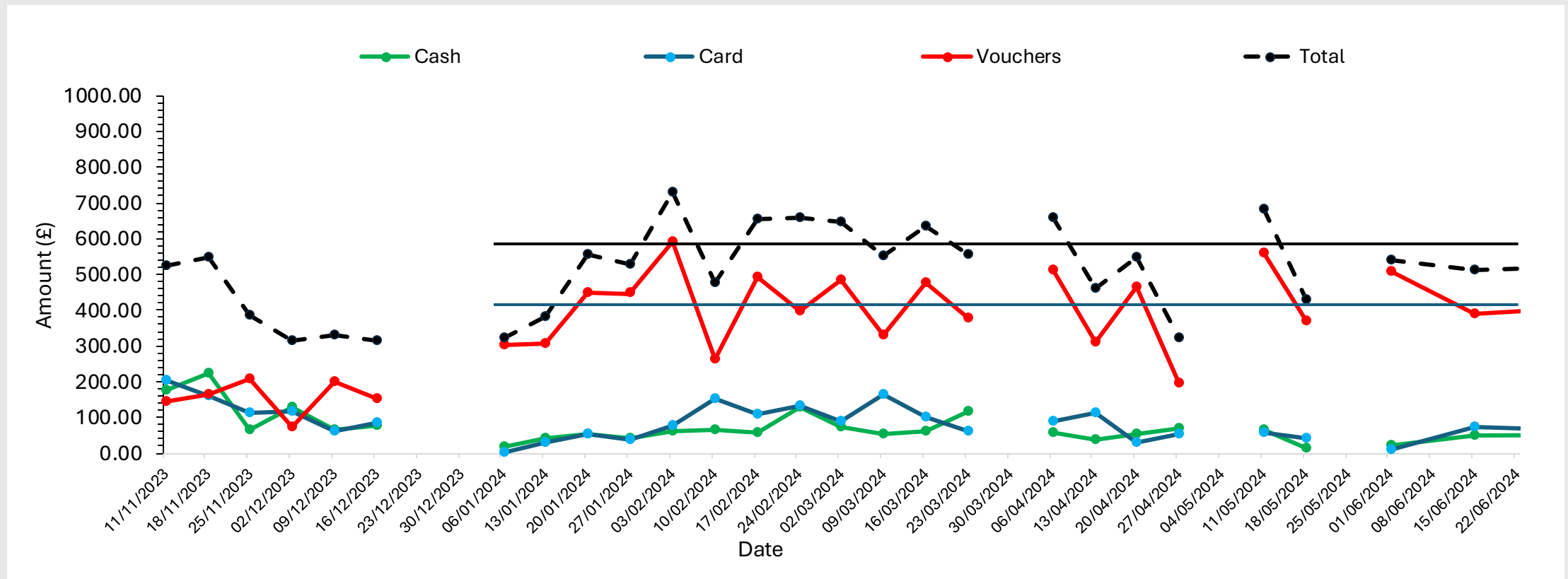
11 Streets

(Vouchers collected at community hub)

- Five intervention streets ~150 households receive £20 per fortnight of Fresh Street vouchers.
- Six delayed intervention streets ~150 households receive £20 per fortnight of Fresh Street vouchers.

Dose doubled from £10 to £20. reach the same from phase 2 – delivery method altered.

Results: Total sales, voucher, cash and card sales, Reading.



- Average **total sales** since Christmas **£543.84** per week.
- Average **voucher** redemption **£414.40** per week , Vouchers are driving sales.



Reading - Observations

“this is great it's just on my doorstep really enjoy the atmosphere”.

I am struggling with my mental health – and it makes me not want to cook – or cook things that I have to watch. I am trying to make it healthier but struggling. I eat salad as no preparation is needed.

‘I will definitely be here every Saturday’

I struggle to get enough fruit and veg in me – it comes down to cost and time.

I want to get to a point where price comes after my nutrition needs.

‘I don’t eat vegetables – but I am encouraged to because this is at WCDA’



FoodSEqual



Whitley
CDA

Conclusion

Area based (non-means tested) voucher schemes have the potential to address dietary inequity and create change in the local food environment by increasing access to affordable FV and stimulating the local supply of fresh FV.

Linking with local community assets and support services enhances social cohesion and enables people to more easily take action to improve their own lives.