



# Food Systems Equality - Health

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## Fresh Street Community

TUKFS Annual Meeting 6-7 January 2025, York



# What is Fresh Street Community?

Fresh Street Community is the FoodSEqual-Health project supported by the UKRI 'Transforming UK Food Systems' SPF Programme



## Community Centre



'pop-up market stall'



F&V bags/boxes



Letters and public health  
messaging



Recipes



Health checks



Advice

# Aims and Objectives

A community intervention was designed to find the most effective and acceptable ways to bring fresh fruit and vegetables into Plymouth and Reading



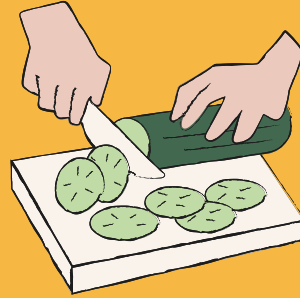
Community Food  
Researchers



To increase fruit  
and veg  
consumption



Improve access to  
fruit and veg in the  
community



Improve confidence  
and skills around  
fruit and veg

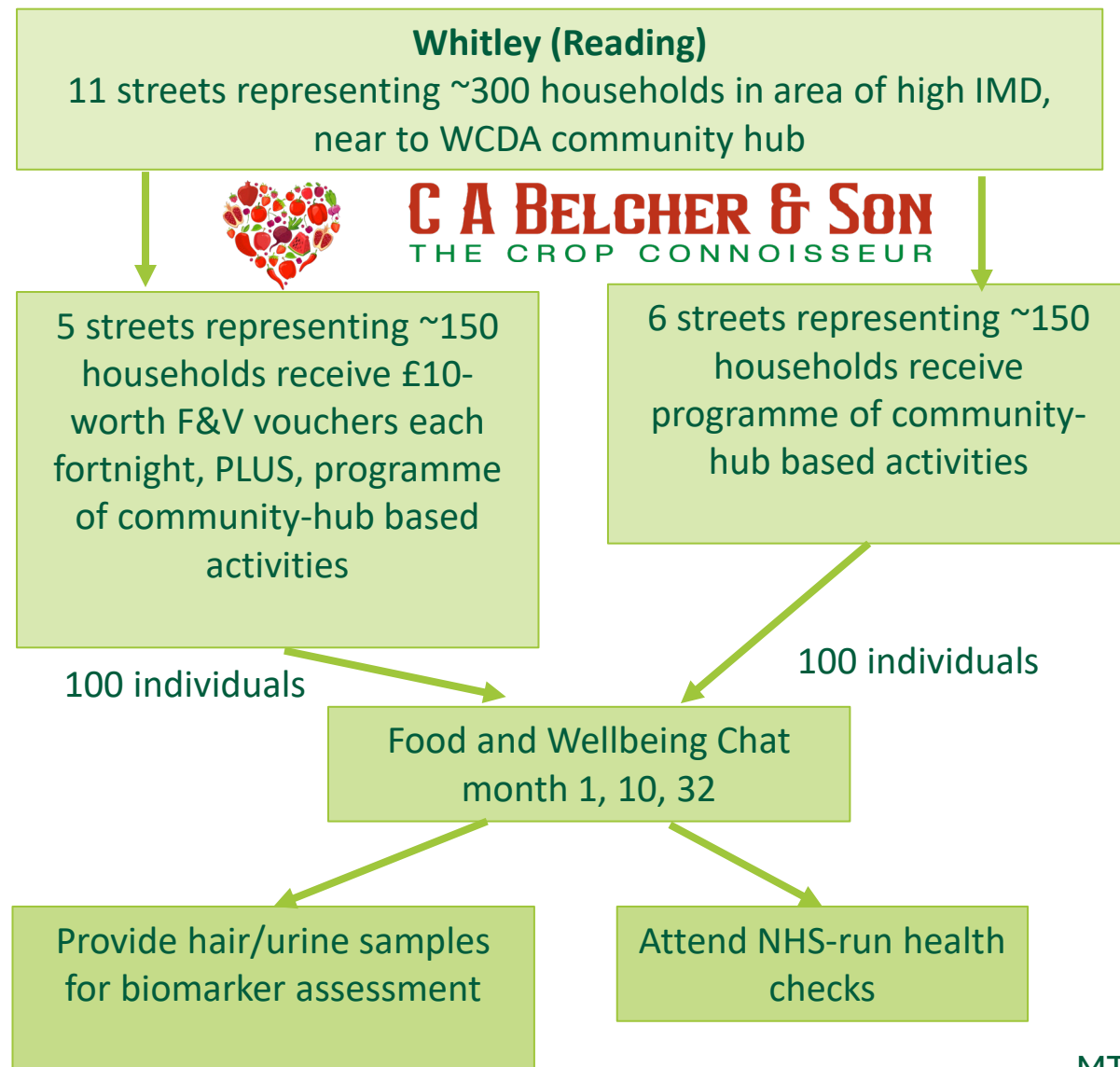
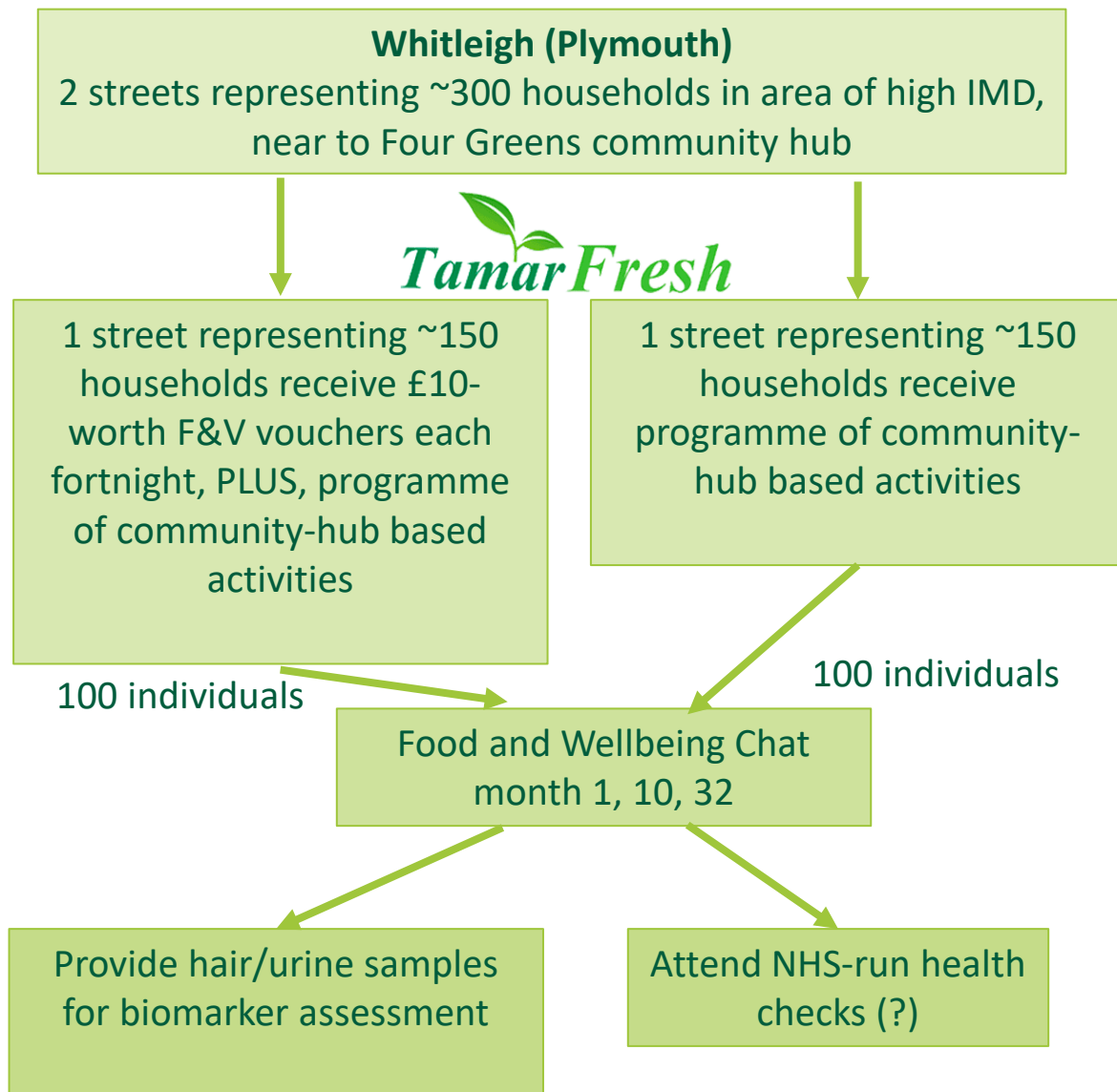


Increase social  
connection within  
community



Test voucher and  
delivery approaches

# Intervention design

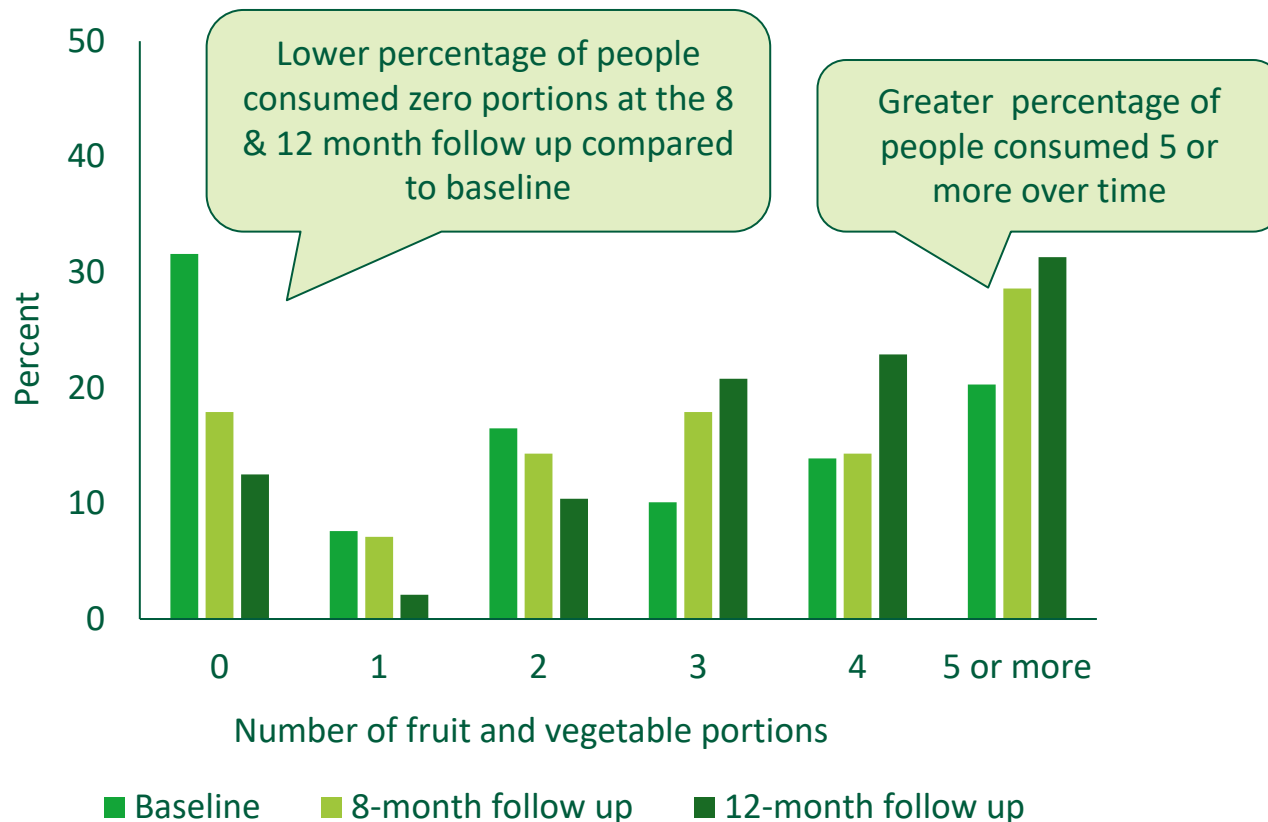


# Self-reported F&V portions consumed in previous 24 hrs - Reading

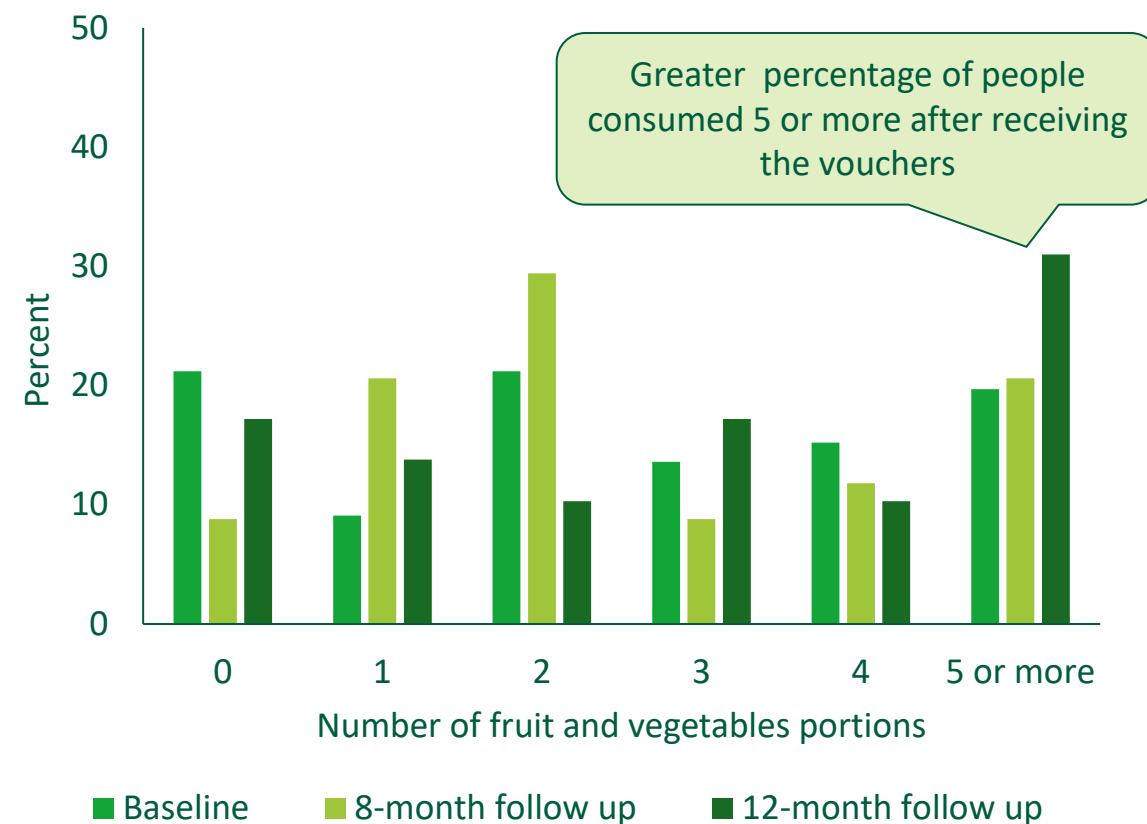


11 % reduction in obesity  
2 % increase in healthy weight

Intervention streets



Delayed intervention streets



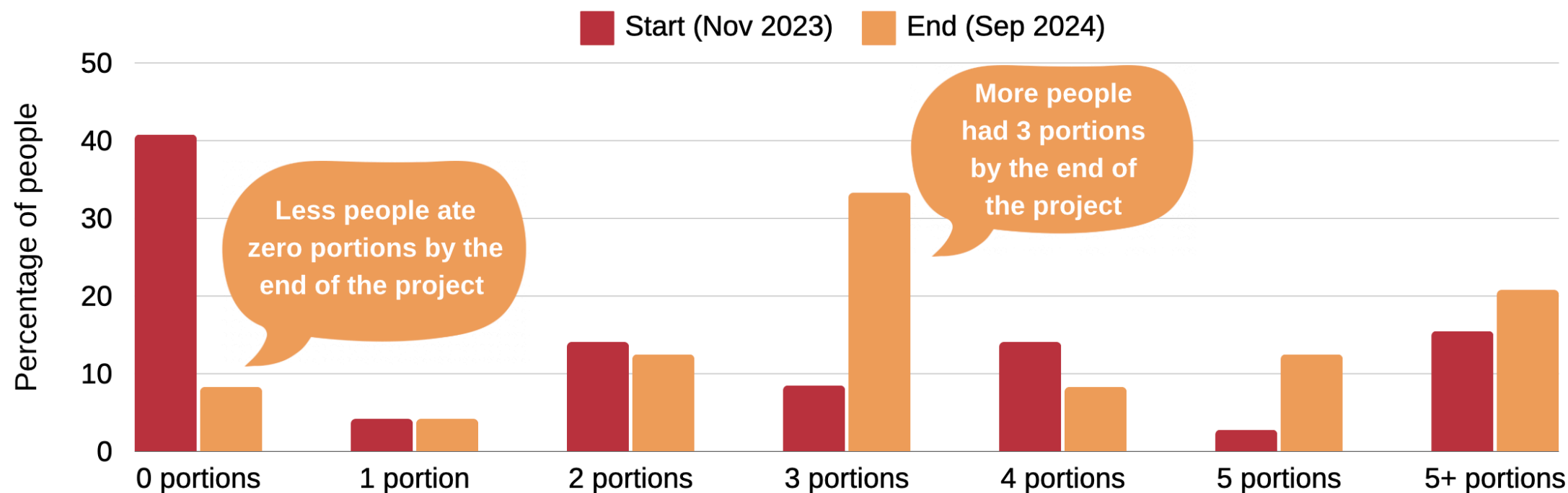
# Social Connectivity - Reading

it has brought people together who wouldn't normally speak to each other.

... you see people all the time in the local area, but you don't say anything. but then when you've got a local and common experience. Ohh yeah, I saw you down there...



# Self-reported portions of F&V consumed in the previous 24 hrs - Plymouth





# Activities and social connection - Plymouth

On FV pick-up days we created a social environment for people to stop, have a cuppa and engage in activities to share knowledge about cooking and eating FV



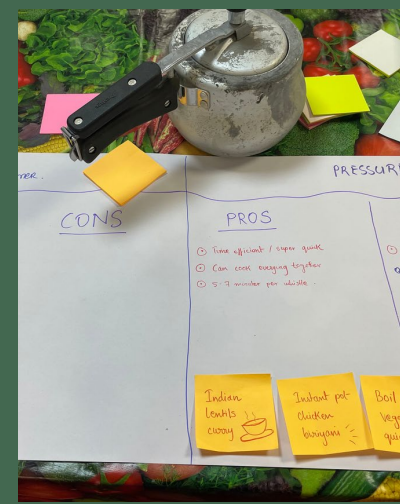
Learning about  
composting schemes  
in Whitleigh



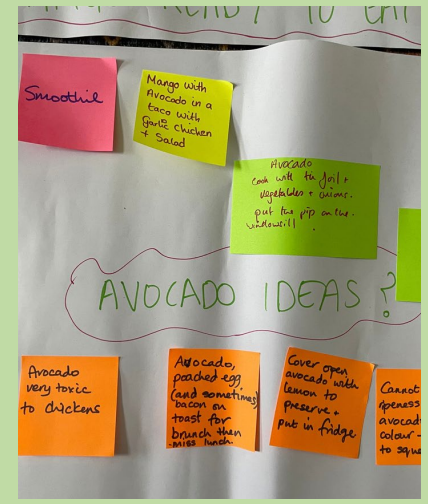
Mapping local fruit and  
vegetable shopping  
habits



Playing with kitchen  
gadgets and  
equipment



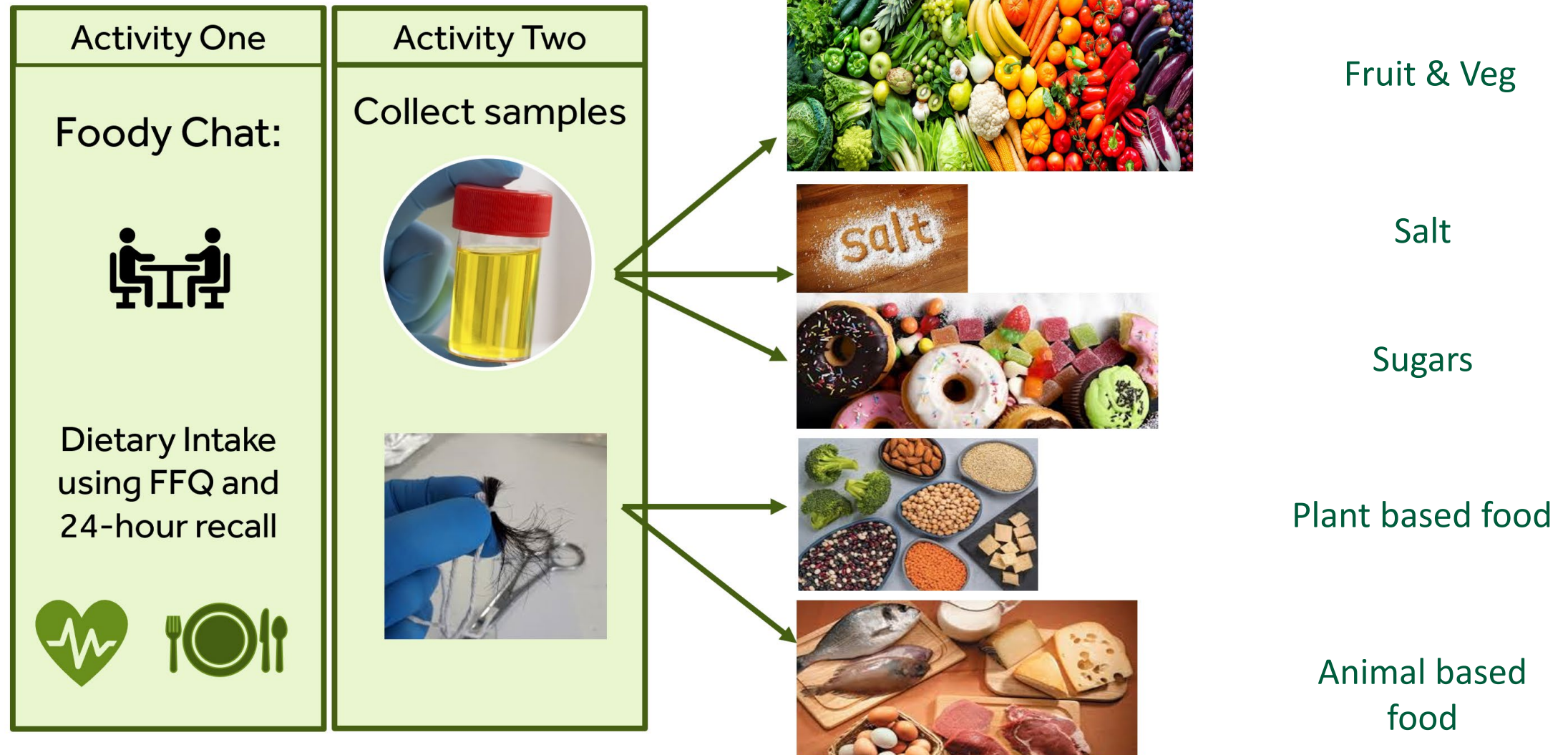
Energy efficient cooking  
methods - pros, cons  
and preferences



Sharing tips and  
ideas for what is in  
the bag

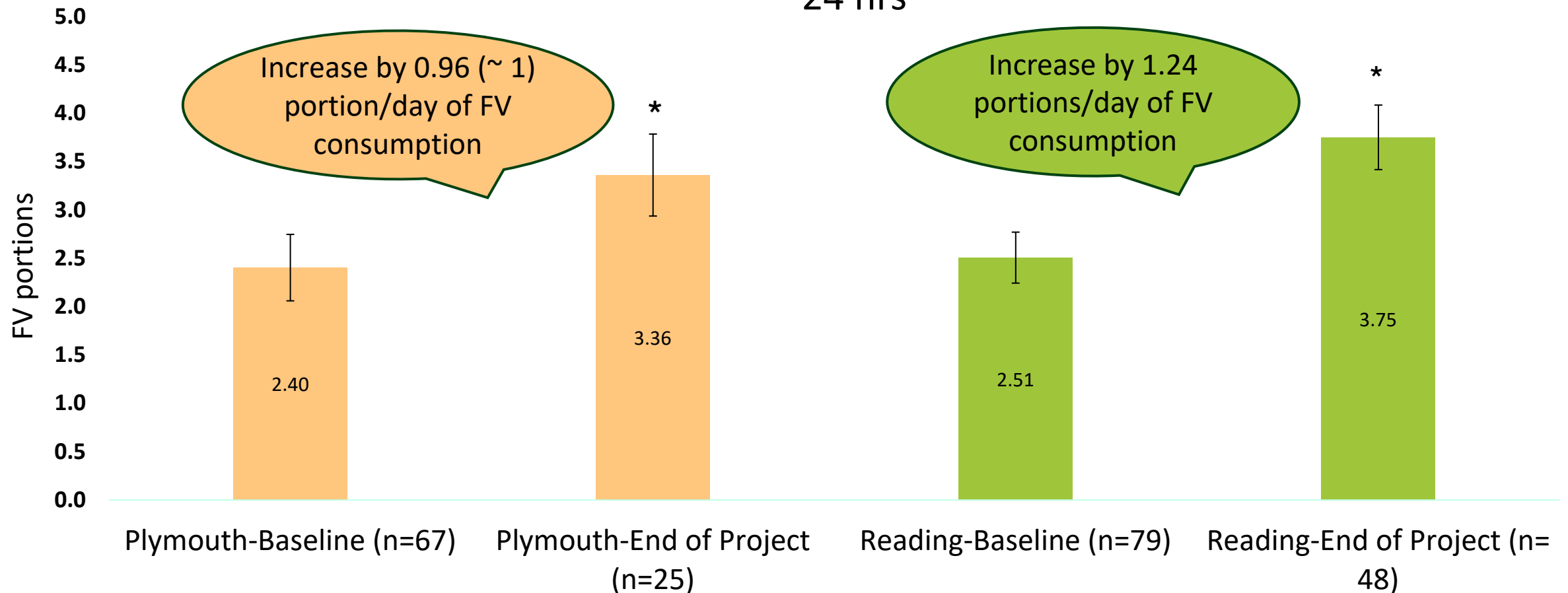


# Dietary Assessment & Nutritional Biomarkers



# In Summary

Self reported portions of FV consumed by Intervention group in previous 24 hrs



Mean and std error of mean are shown. \* Denotes significant difference at P<0.05. Statistical test: t-test

# Conclusions

## Effective ways to embed Fresh Street Community



- Market style F&V stalls were popular in both locations, choice and the ability to buy just what is needed are important to householders

## Self-reported dietary behaviours



- Preliminary evidence indicates Fresh Street Community increased F&V intake amongst residents living in streets receiving the vouchers

## Social connection



- Fresh Street Community facilitated community cohesion by building stronger connections between neighbours and fellow residents as well as between residents and charity organisations

Area based (non-means tested) voucher schemes have the potential to address dietary inequity and health inequalities whilst simultaneously changing the local food environment by increasing access (physical and economic) to F&V and supporting local businesses.

# The Research Team

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<https://research.reading.ac.uk/food-systems-equality/>



<https://foodplymouth.org/project/foodsequal-health/>



<https://www.freshstreet.uk/fresh-street-community/>