

Barriers to improving access to fresh fruit and vegetables through local retail provision

Scenario A

A group of residents on a housing estate in the North East of England are concerned about the lack of options for fresh fruit and vegetable access.

The nearest supermarket is 5 miles or 7 bus stops away which costs £1.80 by bus or £5.00 by taxi. The bus runs once every hour until 5.00PM and then once every 2 hours.

The local shops consist of:

- Tanning Salon/Hairdressers
- Bookmakers (betting Shop)
- Sandwich shop
- General Dealers/Post Office (stocks limited tinned produce. Space an issue in shop)
- Off License
- Chippie
- Chinese Takeaway
- Community Housing Office
- 1 boarded up empty premises

The estate also has a community centre/youth club and park. All of which are well used but in need of updating. CCTV cameras are prevalent and a local community police officer has a surgery at the community centre twice a week. The Residents association have done a survey recently and found that there are some concerns locally about

- groups of young people hanging around the shops
- instances of vandalism to the vacant shop unit
- young people are buying alcohol and cigarettes under age
- some of the older people don't like using the local shops because they are uncomfortable walking there alone
- Young people from the estate think that people have a bad image of them.

Residents not working / friendly with retailers

Barriers to improving access to fresh fruit and vegetables through local retail provision

Scenario B

A group of residents on a housing estate in the North East of England are concerned about the lack of options for fresh fruit and vegetable access.

The nearest supermarket is 5 miles or 7 bus stops away which costs £1.80 by bus or £5.00 by taxi. The bus runs once every hour until 5.00PM and then once every 2 hours.

The local shops consist of:

- Family baker/cafe
- Florist
- General Dealers/Post Office/Off License
- Butchers
- Cantonese Takeaway
- Community Housing Office
- Vacant shop to let
- Habidasherers

The estate also has a community centre/youth club and park. All of which are well used and modern . CCTV camera's are prevalent and a local community police officer has a surgery at the community centre once a week.

The Residents association have done a survey recently and found that there are some concerns locally about

- groups of young people hanging around the shops
- instances of vandalism/car damage
- young people are buying alcohol and cigarettes under age
- some of the older people don't like using the local shops because they are uncomfortable walking there alone
- Young people from the estate think that people have a bad image of them.

Residents friendly with retailers (Have approached with request to stock fruit and vegetables)

Questions for both scenarios

What are the General issues faced by this community?

How could you use these issues/resources constructively?

What are the issues around fruit and vegetable provision?

- For the local community
- For the retailers

How could fresh fruit and vegetable provision be improved?
Within these case studies who could you work with and in which ways to improve better fruit and vegetable provision?